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A DESK BOOK FOR BUSINESS MEN

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PREFACE

THE basis of all progress is a study of facts. The business man who seeks increased proficiency in letter writing wants to know what others have accomplished and how. For him has been compiled this book of letters and facts about letters that have taken part in the building up of strong business enterprises. The facts here set down represent the best products of some of the most competent men in the business world.

No claim to originality is made by the editors. The assistance of some of the foremost writers and authorities on business letters has been freely sought, and each one has made important contributions to the sum of what can be learned about writing and executing business-building letters.

Several recognized experts in business correspondence have contributed chapters on what their experience has taught to be the basic principles and underlying factors of the result-producing business letter. It cannot be claimed that letter writing in its average application has yet reached the exactness of a science, but the foundations of a science have been laid and the superstructure is fast being reared. These monographs should serve as an authentic guide not alone to the ambitious beginner, but to the experienced writer as well.

Many prominent business houses, large and small, national and local in their trade relations, have consented to tell what letters they have used, how they have used them, for what purpose, and with what results. Even a cursory examination of these letters cannot but help to stimulate the average business man to develop plans and prepare letters that will prove of similar value in his own business.

Much credit is due the Consulting Editors for their suggestions and efforts in securing valuable matter contained in this volume. Their sole aim has been to benefit business correspondence as a whole by helping to place it on a more efficient basis.



PART I

THE PRINCIPLES OF LETTER WRITING

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INTRODUCTION

By GEORGE WILLIAM POOLE

THE important place held by the letter in direct advertising makes it a subject worthy of the most serious investigation and thoughtful study. It occupies an essential position in the promotion of practically every business enterprise at every stage of its growth and expansion. Probably no one other form of advertising is so generally used by all classes of business, large and small. Its value is well recognized. Its future is assured. It is vested with certain privileges and bounded by certain limitations. The only indictments that can be brought against it are the same that can be brought against any form of advertising. There is much more or less facetious talk about the relationship of the form letter to the waste basket, that kindly receptacle of all, written or printed, that is worthless or impertinent. There is little question that, dollar for dollar, there is far more other advertising than of form letters flung directly into the waste basket without a reading.

Until within a comparatively few years less serious attention has been paid to the writing of copy for form letters than to the writing of advertising copy of other kinds. It admits of no illustrations and no display; in no other copy is genuine human touch so necessary, or so hard to get. Many form-letter campaigns have turned out to be failures; but so also have almost countless newspaper and magazine campaigns. In either case the fault has been, not with the medium, but with the way in which that medium was used. It has been because the campaigns have been lacking in some essential features or details, the greater part of which those who have specialized along advertising lines have now become able to place on a more nearly

scientific basis. Many features of advertising campaigns that once were considered as a gamble, pure and simple, are now matters of ascertained knowledge among advertisers. Such knowledge has come as the result of experience and investigation. progressive business men there is going on an everlasting digging for those facts that are based upon the laws of cause and effect. No one man has in his possession all the facts concerning the writing of form letters, and no several men have yet reached the end of what is to be learned. In fact, education along this line is in its infancy. Little by little, nourished by the interchange of ideas between those who themselves make careful deductions from their own experiences, it will grow to maturity, but not within the time of any one taking a part in compiling this book. It is, accordingly, the purpose of this work to set down the facts that have been gleaned from the experiences of some of the largest and most important concerns, as well as those of some houses operating on a smaller scale.

That information regarding the subject of business letters has been less in evidence than regarding almost any other phase of advertising is due, primarily, to the fact that it has been far more difficult to obtain than any other. The average business man is more secretive regarding his letters than of his other advertising methods. Letters are not publicly displayed and distributed, but are circulated within the confines of a carefully guarded mailing list, which in most cases contains few, if any, who are interested in the method by which the business is conducted. Great diffidence in displaying their form letters has been shown by many big advertisers who do not hesitate to commit themselves on other advertising matters. There has been a noticeable lack of confidence and fear of criticism.

That there is a genuine get-together spirit now prevalent among business and advertising men has been fully demonstrated by the hearty response that has been given to requests for material

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for this book. Letters that have brought many millions of dollars in business are here given publication, for the benefit of all who will study them carefully and constructively. It is noticeable, in reviewing these letters, that judicious planning and straightforward, human-interest facts have a far more important part in the construction of form letters that actually have made good than the aptitude for the adroit use of language, or the ability to "wield a facile pen."

The form letter is the most difficult to write of all advertising copy. It is far more difficult than the single letter to an individual. The letter must be written to a composite person, of whom the several parts are common to all of the class addressed. Great pains must be taken not to insert any statement or argument that will offend or fail of response, as every useless word or sentence is an encumbrance that lessens the chances of driving home the argument in a way that will tell in results. This suggests the advantage of selecting and classifying your mailing list with greatest possible care. It means a close study of conditions, of needs, of human nature. The better the classification of the mailing lists the easier it will become to write form letters that will bring a large percentage of results. Of nothing does it seem more true that "what is worth doing at all is worth doing well" than of the planning and writing of form letters; and in no other phase of business promotion is that adage more flagrantly disregarded.

It is my belief that the average form letter can be made to accomplish from two to four times as much as it now does. That it is possible to lay down any specific code of rules whereby this may be accomplished is not to be advocated. It is a problem to be worked out by each individual for himself, and can be accomplished only by exerting his best energies in the proper research and investigation. The study of the elimination of the useless and the acquisition of the elements that make for

clearness and force has not received from the practical business man the attention which it deserves, because he has found it difficult to obtain dependable information outside his own personal experience. The average sales letter is the result of impulse rather than of careful planning. It is true that some business houses have succeeded in collecting a mass of facts, and in establishing standards for their letters, but they are the exceptions.

Writing a form letter does not begin with the writing at all. The perfect letter, if there is such a thing, like every other perfect piece of work, must be the result of a perfect plan. Much knowledge of merchandising, of human needs and human nature, must be had in order to provide a basis upon which a letter to produce the greatest possible results should be founded. A thorough conception of just the position one's business fills in the economy of the people must be the starting point of the successful sales letter. The power of reasoning and the faculty for analysis must be brought into full play.

It is no small task—this planning and writing a form letter. The appeal must be deep. It must reach the very ground upon which the reader stands, and the facts must be such as will admit of no contradiction as he sees them. Show him. Action can best be obtained by the statement of facts that appeal to his reasoning processes. But how can you state facts until you first find them out for yourself? After the facts-all the facts-have been obtained, then there must be a logical arrangement of these There should be maneuvering and marshaling until an irresistible phalanx is formed before the attack is made. Next the enemy's camp must be considered. What is his viewpoint? How can I present my facts so that they will have that element of human interest which will touch a responsive chord in the reader's mind? The difference between letters that will get business from a business man in a metropolis and those that will get business from the leisurely minded rural prospect lies not so

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much in length, as some suppose, as in style. The language must be pleasing, without evidence of straining to make it so. It is a courtesy due the reader from the writer, and will be appreciated—other things being equal—in dollars and cents. The basic foundation of the argument is the individual writer's conception of the business he is writing about and the place it fills in the needs of the class he is addressing. Do not use argument for argument's sake. Make your letter stand out with force of personality—a personality that is pleasing, sincere, logical, and convincing.

All these preliminary steps will serve to fill the writer with confidence and conviction that will not fail to have a telling effect in net results of the letter itself. Find the point of contact between your proposition and your reader, get into his confidence by giving a legitimate reason for writing him; and then, if you have become sufficiently saturated with all the facts in the case and enthused by the genuineness of the proposition you are to make—writing the letter will be as easy as talking to a friend. Of course there must be logical sequence and proper arrangement of facts in each individual letter, and each letter should be written with due consideration as a unit in the series. It is quite as essential, in a series of follow-up letters, to arrange the facts and arguments to be emphasized in each letter according to some definite plan as it is in each individual letter. The final letters in a series should bear the same relation to the series as the final paragraphs do to the single letter—that is, use the strongest and most convincing arguments last. Say just the right thing, and just enough to give your prospect what facts he can readily take care of without confusion. Be careful not to crowd in "just one more" unless there be ample room for it, and remember that the closing paragraph or sentence should suggest action, or at least be strong enough to clinch the nail and make your

point. The too abrupt ending should be carefully avoided. Give it a natural swing—an individuality that will grip.

The dress of the letter—the stationery, the letter heading, the typewriting, the spacing, the margins, etc., all have an important bearing on its success as a business getter. A poorly "processed" form letter is less effective than a printed circular. If it be "filled in" it should match the body of the letter perfectly, otherwise it is better not to attempt it. That business man who pays considerable attention to looks in his form letters will be found, in the long run, to be far more successful than one who neglects appearance in even a small degree. There is a distinct selling value in appearance, and the mechanical make-up of the business letter should always be in keeping with the best standards.

It has been the task of the editors of this volume to gather such information as is possible to obtain, and to present it in a form that will make it readily accessible to the business man working at the high speed required by present-day conditions. The constructive thinking necessary to derive the most benefit from these letters comes as a force of habit to all practical business men, and care has been taken to make clear the essentials upon which judgment must be based. It is first necessary to know what constitutes valuable knowledge on this subject, and that must be determined by men who by their wide practical experience are competent to determine.

The writer has for more than eighteen years made a special study of form letters, and has taken active part in hundreds of mail campaigns. The knowledge thus gained has been supplemented by that of a number of recognized leaders in advertising work. The essential divisions of the subject were thus determined, and writers qualified to cover these various phases of letter writing in an effectual manner were chosen.

INTRODUCTION

It is our belief that the subjects and the writers of the seven monographs which follow will appeal to the judgment of every man interested in knowing more about this powerful factor in the promotion of modern business.



PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE BOSTON



Carrole Mestaly

THE PLAN

By CARROLL WESTALL

Who has not heard that picturesque exclamation, "It beats the Dutch!" Analyzed, it's the unconscious tribute to the qualities which have made the enterprising Germans our most dangerous competitors in the battle for foreign trade—Teutonic thoroughness, the unlimited capacity for digging down to the roots of things. This faculty the following article has also. With the gusto of an engineer attacking a new and complicated construction problem, yet in an off-hand, readable style, Mr. Westall holds up for your inspection a letter plan. He takes it apart—shows how it works—puts it skilfully together again—then tells you in breezy, man-to-man, practical fashion how to plan your own letters in the same effective way. We urge you to read this article in its proper order. It's logically the first—and moreover an excellent "curtain raiser" for the other chapters that follow.—Note by The Editors.

VER been in Boston? Ever try to get anywhere in the heart of "The Hub" without becoming "completely turned round"? What perverse ingenuity devised its narrow, overcrowded streets that seem to have no beginning or ending, and whose twistings and turnings defy the points of the compass!

Who "planned" Boston? Not the early settlers. They were "too busy" fighting Indians and trying witches. Their successors were "too busy" making money in the East India trade. And so, left to shift for itself, Boston, like Topsy, "just grew," till to-day its crooked streets are the unfailing stock in trade of comic journals and professional guides.

Who "plans" form letters? Not the average business man. He is "too busy." So far from saving his time, the apparent effect of the invention of typewriter, telephone, loose leaf and card systems, and other modern time savers has been merely to "speed him up." Like a squirrel in its revolving cage, he is apt to be too preoccupied with "going through the motions" to realize whether he is actually getting anywhere or not.

Plan form letters? Not he! "Let George do it." And so—as usual—what is anybody's job ends in being nobody's job. The form-letter task, like a homeless cur with a yelp at one end and a tin can on the other, goes vainly "down the line" repulsed by everybody till it finally reaches the clerk, who being the "lowest in succession" can't dodge. But he is too buried in detail to have any breadth of view. He can't plan; he can only execute.

Most form letters show the result of this treatment. They are outcasts. No parents. No brothers or sisters. Just accidents! Like Boston streets they start from nowhere—they twist and they turn—and they get nowhere—unless you call the waste basket somewhere. They remind you of the new house that a friend of yours has built. He proudly ushers you through it. You notice that the parlor opens directly into the kitchen. You notice other things, but you say nothing. Finally he bursts out triumphantly with "I planned this house and saved the architect's fee." You murmur the customary compliments; you think "it certainly looks it." And you mentally decide that when you build you'll have an architect.

Business men are coming to realize that form letters without a plan are like a building without an architect. Form letters are written to get business. Not *some* business, but the *most* business possible. And just as the high-priced salesman would never think of calling on an important "prospect" without first carefully planning and preparing for the interview, so the man who would have his form letters *sales* letters must *plan*—broadly, thoroughly, comprehensively, before he even touches pencil to paper or whispers into the phonograph.

Why are not all form letters so planned? Frankly—because it means work. There's no dodging that fact. And work—especially along new or different lines—is never popular. You see the brain dislikes entering upon a new field—it prefers a rut.

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You have to fight it—hold it down—keep it in the new path. After a while it gives up resisting and presently you discover that that which has previously been difficult has become relatively easy. You have gained a tool with a keen edge and you delight in a new sense of mastery.

But in the first place one is confronted by that mental sluggishness of which we are all more or less possessed—that disinclination to grapple with a problem with the full force of the mind. How are we to overcome this tendency? First, by ridding one's mind of the nervous sense of haste. Resolve to take enough time to see the thing through. Get some good sized sheets of paper and some well-sharpened pencils. Light a good cigar. Select a corner where you won't be disturbed.

Now let's start at the very beginning. Then we'll feel sure we're building on bed rock. Imagine you are a total stranger—a keen, experienced salesman, say—entering your office for the first time. Forget for a while your experience. Lay aside your usual point of view; look at your problem with new eyes. (Yes, I know it's difficult, but it can be done.) Take nothing for granted. Get yourself "in a corner" and ask yourself questions, writing the answers down on paper.

"How can I develop a plan? By thoroughly analyzing my business. What is thorough analysis? Digging down to the roots of things. What's the root of all business? Supplying human needs. What are the fundamental needs? Food, shelter, clothing. What are the businesses called that supply these fundamental needs? Staple lines. Is my business a staple line?"—and so on.

And here I must offer a warning. Be sure that you ask yourself but one question at a time and that your answer is correct. Make each joint true as you go along, or your whole structure may fall. You see, analysis is not at bottom so complex as it may seem. It is merely the comparison of one thing with another.

You're reasonably safe as long as you don't try to crowd too many things into the mind at once. In which case you may find yourself in the same fix as a sensational clergyman who asserted that "premature gray hair is an indication of fast living." Analyzed, his reasoning evidently was:

"Fast" living depletes the energy.

Gray hair is said to indicate depleted energy.

Therefore all people with prematurely gray hair have lived fast."

His error lay in trying to hold more than two "propositions" in the mind at once. Had he divided all hair into "gray" and "not gray," all people into "fast" and "not fast," and all depleted energy into "resulting from fast living" and "not resulting from fast living" he would have quickly realized that in order to prove that all people with prematurely gray hair had lived "fast" he would also have to prove that all depleted energy is the result of "fast" living—a claim too absurd to pass muster. He had put some of his parishioners in the wrong pew; we must be careful not to make a similar mistake in our classification.

Following this plan of not holding more than two facts in the mind at once, we continue with our analysis. Business comes from two sources—old customers; new customers. Financially, old customers are of two kinds—those buying up to their limit; those whose purchases can be increased. From the "good will" standpoint, you have satisfied customers of your house plus dissatisfied customers of competitors; just as your competitors have dissatisfied customers of yours and satisfied customers of their own. Prospective new customers are also of two classes—those now buying of competitors; those not buying at all.

Now we are getting down to brass tacks. We find that new business is the result of "demand," and that demand is either already developed or to be developed; and that demand involves a supply. (Note here that by working upward from the basic human needs to demand, we approach the form-letter prob-

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lem from the correct side—that of the buyer—and thus avoid the mistake of the average business man, who, approaching the question from the manufacturing or selling end, fails to get the buyer's viewpoint.)

To this demand and our supply we now add a third factor—the "medium" by which demand and supply, or market and product—are brought together. This is accomplished by the sales campaign, and we must first find out what place in the sales campaign should properly be assigned to our form letters.

Here we are face to face with some nice questions of policy. Shall we need one letter—or series? General letters—or specific? To go to jobbers, dealers, or consumers? To a number of classes of buyers—or to one class only? To women—or men? Letter to carry the whole message—or short "letter of transmittal" with other printed matter? To boost the general line—or to focus on a single proposition? For general welfare—or for sales? And so on.

Along with these questions we must also consider the facts developed by our analysis of the product itself, involving such questions as: Permanent, all-the-year-round—or seasonable? Necessity—or luxury? Quality high—or low priced? Only one of kind—or competitive products? Many talking points—or few only? One leading quality or "hook"—or several, of about equal importance?

There! We have the foundation facts for our plan, and can lean back in our chairs and rest for a moment. And while we are resting, let's glance back over our course. What did we do?

We analyzed first the basic needs of business generally, then the relation of our line to general business. Next we considered the necessities of the sales situation growing out of that relationship, and finally the conditions as met by the particular product we wish to push. In other words, we dis-

covered that "a plan" meant analysis; that analysis is the comparison of two things and from them creating a third; that the fundamental factors are the buyer and product; that from a consideration of these two—the "demands" of one, the "talking points" of the other—result the sales campaign and the sales letter.

Now we can safely go ahead and lay out our letter or series of form letters. We have the data for a successful consideration of the *purpose* and *keynote* of these letters. We have charted the harbor, set our course and can now hoist sail and away. No doubt it has seemed a long process to you. But the longest way round is frequently the shortest way home—"home" being of course the plan that produces the most efficient letters. And if the work has been done thoroughly, part of it will serve as the basis for a future plan on other lines or products in your business—or at least will so develop your power of analysis as to make the next similar problem much easier and quicker to solve.

Bear in mind that I have not furnished you with an exact chart of your harbor; I have merely indicated the necessity for such a chart so that you may avoid the rocks, and have suggested how such a chart may be made.

In a nutshell: Find the facts; find all the facts; be sure you have them straight; find out where they lead to. Then build your letters on your conclusions.

A final thought. It is now impracticable to straighten and broaden Boston's crooked business streets, for it would cost untold millions of dollars. It may cost your business a proportionate amount not to revise your form letters—if you have been writing them without a plan. It certainly will cost you little more than your spare time for a while to work up a plan. And you'll find it will pay.

SCHOOLS OF SELLING

Advertising Scientiship
SCHANTON PA



& Roland Hall

THE DATA

By S. ROLAND HALL

The basis of successful teaching—what is it but the collection of adequate facts and their arrangement and presentation in orderly, logical fashion? Mr. Hall's success in treating this important and too frequently slighted division of good letter-writing principles in part explains his success in the larger field of mail instruction. In a simple, unassuming, conversational style that "gets under your guard"—a style, by the way, which is characteristic of all his writing, and which is part of the man himself—he plants some fundamental ideas as to correct fact-collection and arrangement, to later bring forth a good crop in your own work, if you follow him closely. This article will no doubt be read by his own correspondence pupils as well as by those maturer students of advanced business methods who have inspired this volume—and to equal advantage by both classes.—Note by The Editors.

N acquaintance, regarded generally as one of the most efficient letter writers of America, was asked what he would charge for preparing six letters to be used in exploiting certain real estate. His reply was that he could not conscientiously charge anything, because he did not know anything about the property; and he could not write effective letters about something he knew nothing about. It evidently had not occurred to the inquirer that it would be necessary to furnish this letter writer a great deal of information about the property. and that it would be necessary to classify and absorb that information before real sales letters could be prepared. He probably had the idea, that unfortunately so many people have, about letter writing and advertising—that the clever writer can, without data of any consequence, lean back in his chair, close his eyes, and out of the air pluck details and arguments that will induce people to part with their money.

The fallacious idea about the clever writer's ability to write without data is responsible for a great deal of poor work. The

truth is, of course, that one who is skilful in expression can reel off a letter that is gracefully phrased, and that often calls forth favorable comment. The expert letter writer knows many tricks of the trade: interesting opening, adroit argument and effective closing. But after that, what? A compliment on the letter? That is not what we want as the result from a sales letter; and it is the sales letter that we most often refer to when we talk about "letters that make good."

We are wiser than we can explain. That is, we have a sense that we cannot well describe. That instinctive sense enables us often to read between the lines of mere skilful expression, and perceive that the writer does not really know whereof he writes. That instinctive sense, on the other hand, often enables us to see in a crude letter the real information and the confidence of the writer, and makes us believe the message, though it may not be expressed so gracefully as a more skilled writer would express it. A letter from a farmer, about a lot of pickles that he put up himself, is before me. It has none of the tricks of the professional letter writer, but it tells about the pickles, the care with which the farmer grew them and with which he put them up, how good they are, what the price is, and when he is going to be around delivering. And his letter makes me pickle hungry.

A sales letter is an advertisement—an advertisement in letter form. We put many of our advertisements into that form, because we know that people are habituated to read, with more or less care, everything that comes to them in the shape of letters. The letter goes out with the guarantee of a great government for its delivery. Its "circulation" is assured. It is read by itself, to the exclusion of other things. It is not "blanketed" by other advertisements surrounding it that draw off the easily diverted attention. Consequently, the letter is a great advertising medium. But the letter is, nevertheless, an

THE DATA

advertisement—a good advertisement, a mediocre advertisement, or a poor advertisement, according to whether we have wrought well or ill in our writing of it. And though we think most often of sales letters, when we talk about business letters, let us not forget that the mere acknowledgment, the answer to a complaint, and all the other forms of letters, also have advertising value.

Now, we teach that the effective advertisement must have real data behind it if it is to have a positive selling force, and as the same thing is true of the letter, it follows that we must search for data for our letters, just as we would for data for other kinds of advertisements. If we do not, then our letters are likely to become "as sounding brass or a tinkling cymbal."

A writer of business letters should not flatter himself that the finding of nuggets of real information is an easy task. Sometimes it is only after the most painstaking inquiry and study that what we are looking for comes to light. The letter writer should regard himself as being in the position of a reporter, or a lawyer. He must be a living interrogation point. He can get much by searching libraries and printed matter generally. He can also get a great deal by the use of his feet and his eyes in another way.

There are some things that one cannot do justice to without actually seeing them. There is a confidence, an enthusiasm, an ability to describe graphically, that come only through having seen with one's own eyes that which is to be advertised. If I were going to advertise a colony of small farms, I would no more think of trying to write letters about those farms without first going and seeing the property with my own eyes than I would write love letters to a woman whom I had never met. Imagination is a great creator, and those who have the gift of imagination, in large measure, can do wonderful things, sometimes without much fact with which to feed the fire; but that sixth sense is likely to see through the purely imaginative work.

Wholly imaginative work, and work based on second-hand information must, in business, be inferior to writing based on first-hand data.

A buyer for a large department store was once found by an acquaintance calmly tearing a shoe apart with a pair of pincers. He explained that certain statements had been made about the workmanship and material of the shoe, and he was tearing it up to satisfy himself that the statements were true.

So, then, we have the principle that in searching for data for efficient letters we should, if possible, go and see the things we are to write about, or have them brought to us, and maybe tear something apart. Maybe tasting, hearing, or feeling, is important. I am sure I wrote much better matter about the fig-growing business of California by having specimens of those figs on my desk and by having tasted them.

And then we must ask questions. It is hard to beat the question method. It is one of the oddest things in the business, but true, that the most important kind of information will often remain hidden until it is brought to the surface by a question. A dentist once had an article that he wanted to sell to other dentists. His argument for it seemed good, but something was lacking. Finally, he was asked in what way competitive goods failed to do their work perfectly, if his did that particular work perfectly, and why it did it. Out it came—the real kernel of the nut; but in some way he had missed it up to the questioning.

Once in my own experience I found it necessary to have very full answers furnished to thirty-five or forty questions, and to have specimens of dozens of letters written by a client before I could undertake to suggest improvements in his lettersoliciting plans.

Finally, the people to whom the letter is to be written must be studied, and data collected from them. For, of course, there

THE DATA

is a buying point of view, as well as a selling point of view, and the data drawn from seeing and studying the thing to be sold must be adapted to the needs, sentiments, manner of reasoning, etc., of the people to whom the letter is to be written. One cannot hope to write letters about vacuum cleaners that will lead women to buy such an article unless a study from the woman's point of view is made. You cannot hope to write the farmer an effective letter about a gas engine, or a sulky plow, until you have secured data about the way a gas engine or a sulky plow fits into a farmer's life.

I recall that I once had the job of selling a city lot situated on a sloping block at the top of a hill. I put in considerable time gathering and assembling my data. Against the objection that the lot was at the top of the hill, and that the purchaser would not have so easy a walk as if he bought a lot on the level, was the fact that the views were fine and could never be cut off. Against the objection that the rear sloped rapidly down to the valley were the arguments that, (1) the lot was lower priced than one entirely level, (2) that a terraced backyard was more artistic than a level one, (3) that a stable, garage, or any other outbuilding that might be desired in the rear, would be down below the dwelling, and isolated, and would not shut off the Against the objection that a fire house was soon to go on the corner was the argument that it was to be a small fire house, that firemen were orderly and their presence really constituted extra police protection. For every objection, logical argument was studied out; and much good argument was found to which there were no objections. It was then no trouble to write letters about that lot. There was plenty of data, and the job was merely one of selection.

I have demonstrated, to my own satisfaction at least, that no form letter addressed to a fairly intelligent class of people needs to have names and addresses "filled in." The conclusion

has been forced on me, by a number of experiments, that after all, what counts is the information in the letter—the data. Based on strong data, your form letter does not need a name and address filled in. Lacking that, all the skilful "filling in" you can do won't save the day.

The classifying of data is in itself a task for the master hand. But the general principles are: In the first division, put the data most likely to compel interest; reject the points of such little strength that they may impair the strength of better ones; keep back, until near the end of the argument, data that is likely to repel if introduced near the beginning (such things as high prices, etc.); reserve some strong point for the close.

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Office of the President 348 Congress Street Boston



Hunge W. Cleman

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THE MESSAGE

By GEORGE W. COLEMAN

It's a mighty hard job to pry out your own viewpoint and replace it with the viewpoint of the other fellow. In spite of the difficulty of it, the man who writes letters that bring a large volume of business knows it must be done. Nobody better understands this, or knows how to do it better, than Mr. Coleman. Because he sees things in a broad way he is able to do things in a broad way. That's why he is a successful leader of movements which have the force of massed opinion behind them. Mr. Coleman shows us how to get outside of ourselves by concentrating on the facts and the way to use them. His article is well thought out—it's clear—it's helpful. That's the Coleman way—and it's the way to get the message "across."—Note by The Editors.

LETTER without facts is like a body without bones; it won't get anywhere. The facts in the case are good enough for any letter, much better than the most radiant moonshine and much harder to get. First get the facts. Then get all the facts. And finally make sure that they are facts. Don't guess, don't imagine, don't infer; just dig, dig, dig for the facts! There is nothing so interesting in the world as facts.

But don't tell all you know at any one time. If you know a whole lot more than you tell, your very expressions will carry with them a sense of knowledge held in reserve that inspires confidence and trust. You write with an authority that is instinctively recognized when you are able to pick and choose among a wide range of facts.

Having all your facts before you, it is a great study to know which ones to employ and in what order they should be marshaled. Now here is the place where you *must* imagine, guess, and infer unless you have an intuition that leads you unerringly to the mark. You may have an exact knowledge of your own proposition, but you can be only more or less acquainted with

human nature. This is where that wonderful force called personality comes strongly into play. It is at this point that what you are counts for more than what you know. And if you can combine a full knowledge with an effective personality nothing can stop you from writing letters that will do the business.

Your personal gifts, your experience of life, your innate understanding will determine your arrangement of the facts. the aim being to arouse in the reader of the letter an interest that develops into desire and culminates in decision. is no rule of thumb by which this may be accomplished. man who can do it can do it in more ways than one. The man who can't do it can't do it anyway, no matter how much you show him. But you will not know whether you are the man who can or the man who can't until you work it out for all you are worth. And your very labor may give birth to an unsuspected letter-writing talent. It is not always the most likely man who succeeds best, but generally the one who works the hardest. This is as true of professional letter writing as of anything else. If you have a knack for letter writing you are at a disadvantage with the man who has got to work for it, because if he keeps at it he will outstrip you in the long run. While you are wearing out your knack he will be building up a substantial ability that will stand the severest tests.

The man who has some gift of expression is more in danger of turning on radiant moonshine, while the man who has to dig to find out what would best be said is more likely to unearth some hidden or unobserved but powerfully interesting fact. The temptation is to think you know all the facts. This is where the value of an analytical habit of mind comes in. It enables you to see a thing all broken to pieces while it still stands before your physical vision as a complete whole. It is a universal instinct of the human mind to like to see a thing taken to pieces. Like the child, we want to know what it is made of.

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A power for mental dissection reveals treasure facts that for letter-writing purposes far outweigh the value of the most felicitous phrasings. This applies just as truly to the analysis of an idea as to the dissection of an article of merchandise.

When you have mastered the facts of the case, then you might give your attention to the importance attaching to the point of view. The keenest facts do not make an effective appeal to the mind unless they can easily and naturally be applied to something in which one is already interested or about which one already has some knowledge. Of what use is it for you to try to interest me in the purchase of an automobile by telling me the vital facts about cylinders, tires, engines, coolers, and the like when all your talk is pretty much like Greek to me? If I already have a machine and you are trying to sell me a better one, doubtless that might do, for I would be supposed to know something about those things.

No, you are approaching me from the wrong point of view. What you must do is to show me how a busy man with no time for additional pleasures, and not inclined to extravagant show, can use a machine to increase his efficiency, save his time, promote the health of his family, entertain his friends, and serve the sick and the poor. I am already interested in such matters, and if an automobile has any application to such things, then your facts along that line will interest me at once. Later you can tell me all about the mechanism.

In other words, after you have acquired a great range of facts from your own point of view you must turn right around, if need be, and do your best to see them from the point of view of the man whom you are seeking to impress. You will find the same facts taking on entirely new colorings. It is up to you to pick and choose those that will relate themselves to the other man's present knowledge and feelings. You have got to start in at the place where you find him, else you will never

get the chance to pull him along to the place where you want him to go. Your minds must meet, as the lawyers would say, on some common ground before you can expect him to follow your reasoning to some conclusion as yet new to him. A point of contact must be established, and that you can discover only by taking the right point of view.

Now we are ready to employ this talent for expression, this requisite which comes last and is generally put first, and sometimes both first and last, in letter construction work. Having absorbed the facts, gained the point of view and selected your approach, you are ready for the element that might be called "human interest," for the lack of a better designation. It is to the letter what personal appearance and manners are to the salesman.

First of all, your language must be clear and unmistakable. No involved statements or ambiguous expressions can be tolerated. And whatever style of phraseology is best suited to the letter in hand, let that style prevail throughout. To introduce flippancy into a dignified communication or to employ a stilted expression in the midst of a flow of colloquial language is very much like presenting a personal appearance in overalls and a dinner coat. For whatever style you elect to use, see that it is shot through and through with the human-interest element. This is where the gift of expression plays an important part. Entirely independent of your facts, and without relation to your argument, see to it that your modes of expression vibrate with human interest. Better almost than any one else I know, Thomas W. Lawson of Boston has the gift of iniecting a lively human interest into his phrases. But you would fail disastrously were you to try to copy his way. It must be your own human interest that you pump into your writing.

And this brings me to the last point that I want to make. Everything that you do and think goes to make up your char-

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acter upon which you must draw when you are seeking to give a human interest to your expressions. Therefore the larger the life you live, the wider the range of your reading, the deeper your moods of contemplation, the more numerous your friends and acquaintances, the more vital contacts you have with life, the larger will be the reservoir of human interest upon which you may draw when you are seeking to persuade others to do what you want them to do.

To shape your message well, then, get the facts, find the point of view, select your approach, and salt and pepper with human interest to suit the occasion.



GEORGE FRENCH
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George French

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THE STYLE

By GEORGE FRENCH

An agreeable personality casts a delightful spell over all who come within its influence. It softens the "crust" of the most unapproachable business man—softens it as probably nothing else does. In the hands of a salesman it is a tremendous force. Mr. French tells how to work that personality into the "style" of your business letters—tells what it will do for them, and why. Mr. French is an enthusiastic student of style and lays down some fundamental and practical rules for the development of a result-getting style—a mastery of words that will carry your message straight to the bull's eye. These are the very rules which he himself has followed in developing his own style. This article is something to read carefully, to think about, to remember. Something to take into your own business for profit.—Note by The Editors.

HEN I am to meet a man who has it in his power to do me a favor or give me some business, I take the precaution when I dress to don a freshly pressed suit of clothes, select my most becoming shirt and cravat, get shaved and manicured, have my shoes polished, and wear my most agreeable countenance. When I meet this man I do my best to make a good impression on him. I try to remember all I know about him, and I study him, and try to get leads from him all the while I am shaking his hand and asking about his wife and children. I endeavor to throw around him an aura of agreeable impressions. I try to lead him gently up to the business in hand, along a pathway that will fill his sub-conscious mind with pleasant feelings, and gently incline him in the direction of mercy for me and my quest. I conduct all the talk in a direction that I believe will agreeably interest him, and when we come to the hard knocks of the core of the business proposition in hand, I try to so present my side as though it were his side, to make him feel that I really am willing to make his cause my own.

We all do this, to some extent—to the extent that we understand how to approach a fellow being who may do us a benefit or an injury, as he may feel, or find it for his profit. What we try to do is to turn this man into a way and manner of feeling that will incline him to be pliable to our will and consenting to our request. We all know that it is thus that the great battles of business are won, or at least saved from being the defeats they well might have been. The impress of an agreeable personality is the greatest asset a good salesman has, after his goods. It is the constant study of the good salesman to perfect himself in the art of reading human nature, and of making men do that which is for his profit.

The good business letter must also be built upon exactly these same lines. It must be an agreeable object for the eye to catch, as it emerges from its envelope as well as when it lies on the manager's desk for his rapid attention. It must do somewhat better than this, and be an agreeable object as it still reposes in its envelope before the sharp point of the clerk's opener seeks vantage under the gummed flap thereof.

The physical appearance of the stationery has much to do with the reception a letter gets, and that matter is dealt with in another chapter of this book; but I must here insist that the stationery must be right to begin with. The best business letter that can be composed and typed by the best typewriter ever trained loses much of its initial force if it is written upon a letter sheet that is slovenly or tastelessly printed and designed, or inclosed in an envelope that is not of itself an agreeable object for the eye to rest upon. And having proper and properly printed stationery, we go at the letter.

The style of the letter depends upon the writer. There is nothing in the way of rules that can be laid down for the guidance of the writer of business letters. Mr. Arnold Bennett has said that style is the form of words in which one conceives an

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idea. "The idea," he says, "can only exist in words, and it can only exist in one form of words." The man who wishes to have a good style for his business letters must therefore have the right ideas about his business, and about the person to whom he intends to write a letter. He must have a very vivid notion of the person. If he does not personally know him, he must build up in his mind the best possible conception of him—visualize him as well as possible from the revelation of personality that has been made in previous correspondence or that has been imagined by the writer. If there has been no previous acquaintance, and no clue at all, then the writer must assume that his correspondent is at least a human being, and therefore susceptible to the charms of urbanity, frankness, an evident desire to satisfy, and brotherhood.

I often feel that writers of business letters study to make them cold, perfunctory, antagonistic, meager in information in fact, all that they should not be. And especially does it seem to me that business correspondents neglect the great advantage of the English language. This English language has within its less obvious reaches much advantage for the business correspondent. Read James Howell. He knew how to drag from its lair the one most proper word to wing with his idea, and how comfortably do those ideas float and skim through the rarified intellectual atmosphere of his letters, and alight secure within the reader's consciousness. Accepting Mr. Bennett's dictum that there is but one form of words for one idea, it is evident that we should know about all the words there are from which to choose, else we do not get into the letter just the idea The letter writer who wishes to be or become a good letter writer should pay much attention to classical literature fill himself with those authors who are noted for their felicitous use of English; for in a letter it is the felicitous phrase that must do duty for personal appearance, for the ingratiating man-

ner and the winning smile, for the quick acceptance of any challenge of predisposition, for the clean shave and the becoming cravat.

Urbanity, it seems to me, and explicit statement, go hand in hand in the making of good business letters. Combativeness should find no place in correspondence. Dignity, yes, a-plenty of it and always. But there is always some distance between the hot answer and its receipt—distance of time and space and there is not the same atmosphere at the receiving point as at the sending point, and not the same understanding of conditions, and not the same temperament, and not the same degree of charity—or absence of charity. So the letter must be brought onto the common ground of urbanity, of explicit statement, of patient exposition, of charitable tolerance, of practical brother-In conversation one may plunge and rear, and then shift to safer ground; accuse, and then apologize; give body blows, and take them; free the mind, and listen while the other man frees his. Much ground can be gone over in a talk, but in a letter there is but the narrow path of simple statement and clear exposition. Pitfalls must be avoided. Doubtful points must be ignored. A generous word will expunge a whole verbal tirade, but a small sneer in a letter sears and burns and cankers for as long as paper and memory last.

Many business letters give no slightest clue to the personality of the writer. They fall upon the reader's spirit like an arctic breath. They seem to come from a cold void. They create shivers. They are couched in the most formal and colorless language, and give no hint of humanity. Tom Reed was once caught in New York on a very cold day, with nothing better than a light overcoat to protect him from the biting east wind. A friend met him, and sapiently remarked: "A cold day, Mr. Reed." "Yes," piped the great Maine wit and politician, resenting even in his own misery the frigidity of the President he

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served with, "Benjamin Harrison must be somewhere about." The cold-natured man never gained the love or fealty of the warm-blooded wit. So the cold letter never wins its way in business. The man who writes himself into his letters, and takes care that that self is agreeable and persuasive, is the man who can count more than two percent returns from his correspondence, and his circularization if he writes the copy himself.

And with all these qualities for a good business letter, there remains one more major element—honesty. There are such a proportion of business letters that are framed to let one into a pitfall; and the pitfall is usually in plain view of the honest reader. It is so refreshing to receive a business letter that manifestly has no reserves, no equivocations, no subtle hiatuses, no double entendres, no phrases that may mean two or three things, no manifest evasions, but which goes straight to the point as the arrow to the target. There are such, and they are those that influence business quicker and more consequentially. It is so much the better policy to write honest letters. Even poor goods are the easier sold if the truth is unflinchingly told about them. and the price made to fit the degree of poorness. The deceptive letter returns to the writer, bringing toll. In the long run the percentage of profit in business is higher for the honest man than for the "skin," and in the long run the man who writes honest letters gets more for his pains than the man who tries to cloak his evil designs with plausibly false letters.

But we come back, do we not? after any survey of the elements of good business letter writing, so far as style is concerned, to the core of the problem: "The idea can only exist in words, and it can only exist in one form of words." And we come also to the core of the problem when we conclude that as is the man who writes the letter so is the letter. Therefore we must urge that the man who writes the letter look carefully within himself for the power he wishes to get into his business letters,

and always remember that he is writing to men with blood in their veins, and sensibilities as acute and finely attuned as his own. Noblesse oblige. The business letter should be a part of the business man, and fitted to become a part of the business man to whom it is addressed. The chief thing to remember is that in writing one is communicating with a man, and that the message will be effective or ineffective pretty much in the proportion of the humanity that is put into it.

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260-261 BROADWAY NEW YORK



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THE OPENING

By J. GEORGE FREDERICK

"Fools rush in where angels fear to tread." That is why Mr. Frederick believes in headwork before action. Time was when the ability to "sling smart sayings" was considered a winning qualification in the opening of a letter. The "Game of Talk" was quite the thing. Read what a man who knows has to say—a man whose fingers are on the pulse of the business world, and who recognizes what efficiency of ideas really means to the business man. He shows just how unscientific the so-called "scientific approach" usually is. Securing attention in a letter is not something to be accomplished through subtlety, foxiness, or "hypnotics." In Mr. Frederick's article the once prevailing ideas of what was a good opening paragraph are held up to ridicule in a manner that makes his facts stand out by contrast with great force. Mr. Frederick makes it easy to see what an effective opening really is—and why.—Note by The Editors.

THE opening sentence of a form letter is the letter.

If these words do not say anything, there is no conception of philanthropy that could reasonably urge any man to read more. In the course of eight or ten years I have seen a very curious and significant evolution of the form letter, and it all swung, as on a pivot, upon the opening of the letter.

Who doesn't remember the hurrah days of form letters, when as preparation for writing an important form letter we horsewhipped our Pegasus, fed ourselves ginger until we reeked and got dizzy with verbal intoxication as we penned an opening paragraph calculated to put the equivalent of fifteen volts into the reader?

We singed his eyebrows with a "starter" like this:

"You're losing a big wad of money every day! Stop it!"

Or rapped his knuckles after this fashion:

"Forget everything you ever knew about engines, and let us show you something."

Then we went on careering like a Kentucky Colonel, well

heeled with corn juice, at a Democratic banquet. We glowed with satisfaction as we wound up with a hurry-up slap on the cheek, and considered that the victory of Gettysburg was a cock-fight compared to the magnificent and masterly manner in which we had swept into tamed captivity by scores and hundreds our natural prey and enemy, the reader.

But the gaff has dulled wofully in recent years. It not only fails to get into a man's vest, but incites derisive mirth, or silent, deadly scorn. It has no more edge than a wooden spoon—as a weapon it belongs in the armory of ancient days.

For we have become a businesslike generation in advertising. The housewife, the farmer, and certainly the dealer, are businesslike to the Nth degree. To carry snap to them in form letters is a perfect parallel to carrying coals to Newcastle. They can each outsnap the snappiest snapper who ever snapped.

The American housewife no longer runs joyously to the gate to meet the postman, and breathlessly peruses five-paged, single-spaced form letters. Nor do farmers. And dealers!—they have grown gray in the art of dodging bunk.

All of them are looking for ideas. They are all far more keen for points affecting their interests than they ever were. They read more and think more. And that is why the opening of the form letter to them is important. They demand an idea, or they quickly pass you on to their true friend, the waste basket. The modern retail idea is quick sales and many of them; and speed is a necessary factor. In the old days salesmen used to loll around a dealer's store for hours, chinning; but to-day both are too busy.

The form letter has got to keep pace; and the opening sentence of the letter is the cue to the whole performance. The rest of the letter should simply be concentrated, specialized backing up of the idea in the opening sentence.

Suppose you are trying to sell an adjustable office chair

THE OPENING

to a business man. The general "pull" in your proposition is more comfort at his daily work. But so many hundreds of advertising men can't see two vital things: (1) that the argument "comfort at your daily work" is not an idea, but a generality with no "hook" to it. (2) that the reader looks for not only a definite idea with a hook, but an idea applicable to his side of the fence.

Six out of ten of even good advertising men will start their form letter somewhat in this fashion:

"Hundreds of office men are buying this supremely comfortable office chair."

The number of people buying this chair is primarily an idea from *the manufacturer's*, not the *reader's* side of the fence, and the talk about comfort is far below the status of a real idea. Suppose the opening were to read:

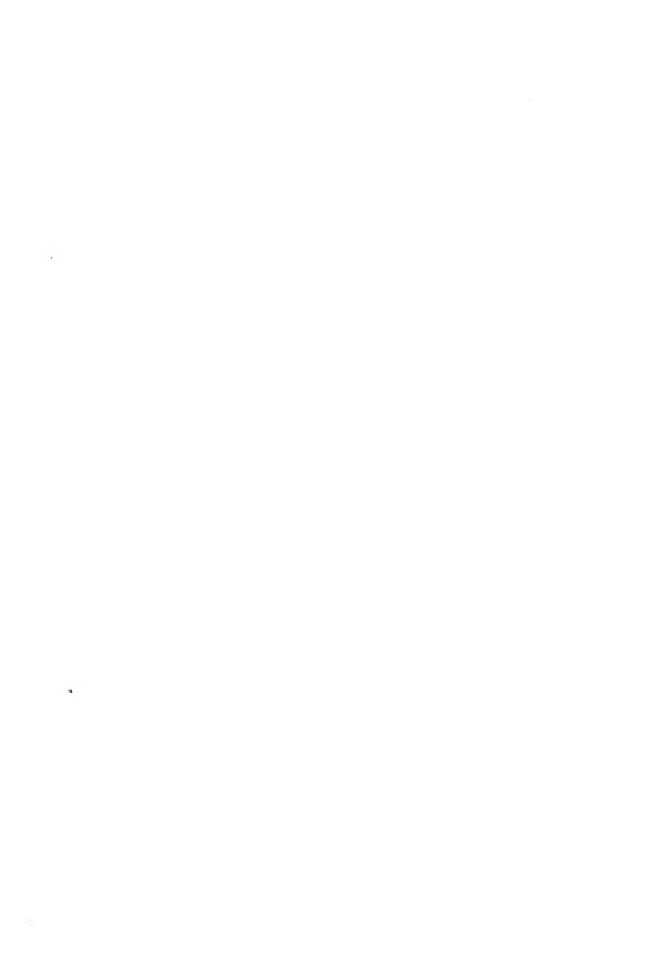
"You can increase your daily business efficiency by at least twenty-five per cent by using an office chair that rests the small of your back."

This, and more of it, is mathematically, psychologically, and common-sensely bound to land on the bull's eye, because it *is* the bull's eye of the whole matter. There is an unescapable hook in that sentence, because it carries an *idea*—an idea from the reader's side of the fence.

And see what you've done by starting your letter in that way: You have, at the first stroke, put your reader on the alert for more; because there isn't a business man in America who will not be interested to some degree by that opening. Not because there is any magic advertising genius in the writing of the line, but because the *ideas in it* chain the reader to your wheels by sheer necessity. And there is the innermost psychology of the form letter—the work lies not in words or writing, but in marshaling ideas in their best order and combination before ever putting pen to paper.

The opening sentence is doubly important in a letter because it is the only "headline" it has. Printed advertisements have display headlines; form letters have no display except that which is in that first sentence.

Motto: Unless you have an idea for a strong opening sentence, don't write a form letter.



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THE BODY

By WM. H. INGERSOLL

When we see a man whose frame is well "clothed" with good firm flesh we say he is a man of "body"—"substance." This is the thing most needed between the introduction and the conclusion of a letter—and it is just this body which Mr. Ingersoll's article has—the very thing which he tells us in so masterful a manner how to build into the structure of a business letter. Mr. Ingersoll is serious in urging far-and-wide search for truths—truths that have "body" to them. The Editors know of no man better qualified by temperament, training, and practical habits to deal with this hard-work subject. This monograph is "meaty." You will not exhaust its suggestions in one reading—or in several. You can return to it again and again with advantage.—Note by The Editors.

O convince and persuade is the function of the body of a letter. It must do the hard work.

The opening is largely a matter of strategy for the purpose of getting favorable attention;—strategy demanding a knowledge of human nature to be sure, but strategy nevertheless. The closing, likewise, is characterized by right tactics in clinching what has gone before. But the heavy duty of the communication falls upon its body.

It is here chiefly that we give effect to the plan which has been decided upon, the analysis made, the data gathered, the message to be conveyed, the aim, and the other features of preparation treated in the preceding chapters. All of the principles heretofore discussed are most heavily drawn upon in writing the body of the letter.

Here we must perform the arts of holding our correspondent's interest and gaining his confidence while placing our facts and message before him, convincing and persuading him to do whatever it may be the purpose of our letter to accomplish.

For letter writing, especially business letter writing, has a more concrete aim than general writing. It seeks to get the

reader to do something, to act, rather than merely to inform, instruct, or entertain him.

The action sought may be the ordering of goods, the settlement of an account, the performance of a service or favor, the release of a condition, or anything that one business man may want of another.

In any case, the task is the same. The letter must get the correspondent to passively agree and then to desire, decide, and act. The body of the letter gets this passive agreement; it smooths out the obstacles; gives the reasons, proves its points, and induces that state of mind where just the right word in the closing clinches the whole issue and secures favorable decision and action.

The steps to this agreement are conviction and persuasion. They are what make men do things. They get the *response*. There are some definite methods of value in inducing these mental states which it will pay us to note in this chapter.

But now let us suppose we are writing a letter. Our opening has been made in a way that cannot fail to command attention. Then what are the processes to be followed to make the body effective? We have stated and restated what the body must do; how it shall do it is the question next in order.

With reference to the foregoing chapters we need not more than mention here as a matter of course that we will refer to the plan and basic analysis which has already been outlined, and will make use of every item in all our work of preparation which can be turned to advantage in writing the body.

Especially will we keep in mind the purpose of our letter and the keynote determined upon when we made our plan. The style to be followed will similarly be held before us.

At the outset we recognize some essentials which characterize all good writing. Unity is one great principle underlying perfection in every individual thing. Unity means one-ness,

THE BODY

completeness, and as applied to letter writing particularly it means coherence, agreement of parts, absence of purposeless repetition, "hang-togetherness." It suggests the importance of fixing upon the *central thought* which is to dominate the communication. This central thought is the kernel around which the whole letter is written. It is the essence which is to flavor the compound. This thought can be expressed in a single sentence, when once it is understood, yet to be fully comprehended in its various relationships affecting the purpose of our letter, it needs amplification and elaboration. And the entire letter is merely this necessary amplification. When finished it leaves but the one vibrant thought, without confusion or mixture of ideas.

Thus does unity conserve that singleness of impression, that vividness, that unwavering decisiveness which eliminates alternatives and in the very nature of things leads to the one course of action which it is our object to secure. We will strive, therefore, to have the body of our letter a unit and unified with the opening.

Balance is another principle to be observed. All things need balance to be comprehensible, convincing, and pleasing. Balance means keeping the parts in their relative place and importance. In letters it also means that substantial evenness of impression permitting continuity of thought. An unbalanced man cannot command confidence because certain of his faculties are overdeveloped at the expense of others. So it is with letters. We have been careful in planning our letter to analyze our points and arrange them in logical sequence. In writing the body we must continue this care, in order that none of the points shall be so overfeatured as to interrupt continuous thought or overshadow or obscure our main theme, thereby causing our case to rest and be judged, not upon its principal appeal but upon a secondary one.

The principle of emphasis is another to be employed. Emphasis lays stress on particular points to be noted and remembered. It is opposed to balance in principle yet must be subservient to balance. It is the moderate disturbance of balance for the purpose of avoiding monotony and giving fresh stimulus to the reader as well as to make certain supporting ideas stand out in furtherance of the central thought. Carried to extreme, however, emphasis breaks rather than stimulates the chain of thought, gives prominence to more ideas than the mind can clearly comprehend, dividing and weakening the final impression, and gives the subordinate precedence over the principal appeal.

Absolute balance would lull the mind to inactivity. Emphasis jars it back to take fresh hold at important junctures. There are a number of methods of emphasizing: The position in the letter, the paragraph or the sentence partially determines the emphasis given to a point. The beginning and end are the most prominent positions. A departure from the ordinary grammatical construction or arrangement of words, the choice of unusual words, increased or diminished vigor of expression, the use of capitals, italics, underscoring; in short, any form of contrast insures emphasis.

But to be effective emphasis must always be kept within the limitations imposed by the more important principles, unity and balance, so we will follow our analysis and see that our main thought is never out-shone by any of its dependent thoughts.

Unity, balance, emphasis, harmony, motion, and color are universal principles common to all modes of expression. The writer as freely as the artist or musical composer has recourse to each in interpreting his thought. High color is not less known in writing than in painting. Harmony in written expression is as potent as in art or music. The motion of the march has its counterpart in the picture full of action or the energetic letter.

THE BODY

Space permits no fuller reference to these powerful and flexible forces with which nature has provided us to reach the understanding of those whom we wish to influence. But their importance is apparent because they are all of the qualities needed to arouse any shade of thought or feeling of which human beings are capable. And since the body is all of the letter save the opening and closing, since it is the lengthiest portion and most varied in appeal, it is the place where these principles are chiefly called into play.

But the foregoing are merely *characteristics* of good productions—not the productions themselves. They are the essential qualities which make the productions expressive, understandable and convincing.

The *thought* which these qualities should characterize is the real *substance* of the letter, however. To accomplish its purpose of convincing and persuading, the body of our letter must be fashioned over the mold of the mind of man.

We know what it is that interests people. We know what moves them to do things. We will, therefore, adapt ourselves to the structure of human nature in forming our communication.

We will commence the body of the letter from our correspondent's point of view. He will be interested in doing what we desire only in the degree that he is impressed that it concerns him and coincides with his interests. Gradually we will lead him around until at the end he is ready to accept our viewpoint and do the thing that we recommend for his own advantage—immediate or remote.

Throughout we must maintain his confidence. A motive, wholesome and sound, must be breathed into all we write. Only reasonable, believeable, statements or claims will be made. Thus we will inspire trust both in our intent and judgment.

There are two sides of human nature with which the body of our letter deals: One is reason, the other the feelings or emotions.

To get people to do things, we first convince them or get the assent of their reason; then we persuade or prompt their feelings to induce action.

Conviction is mostly a matter of reason, and it is evidence that satisfies the reason and convinces most quickly and surely. Consequently, in the early part of the body, having interested the reader from his own viewpoint, we will describe what we have to propose and then, by referring to our prepared data, we will marshal our facts in telling form.

The most convincing evidence is that which includes enough supporting detail to make it real and vivid. In all great legal cases it is the numerous confirming details woven together into circumstantial proof which provide the foundation on which verdicts are secured. Figures, tests, and the testimony of others, furnish very convincing evidence. And so, having arrayed our evidence to permit of only one conclusion, we have the assent of our correspondent's reason, and it is left for the body of the letter only to stimulate the desire which must precede action.

But what an important point we have reached!

We all like to think of ourselves as reasonable beings. We pride ourselves that the intellect holds sway. But the fact is that we are prone to do what we want to do rather than what is reasonable or prudent. To be sure, the intellect must be satisfied or allayed or it steps in to object to action, but nevertheless it is even more true that we are only too anxious to find reasons for doing what we want to do. And when reason has been subdued, if desire is strong, action is sure to result if conditions permit.

Desire is a matter of feeling. It belongs to the emotions. It responds to persuasion.

Nearly all that we do is decided in anticipation of sensations we seek. The need of warmth and covering dictates the purchase of clothing, but the suit we select is the one that we believe

THE BODY

will most fully satisfy the pleasurable sensations that a well-fitting, stylish, becoming suit may give us. The feelings of satisfaction which a good appearance before others gratifies is more controlling in the choice of our clothing than its warmth or durability, yet the efficient salesman will not overlook these latter appeals to our reason in paving the way to his final appeal to our feelings of pride, beauty, and self-respect.

Therefore, in concluding the body of the letter we will strive to touch the imagination and stir the emotions of our correspondent. Since nature has ordained that men are moved more by feeling than reason, we will picture the satisfying sensations which the acceptance of our proposals, the possession of our goods, or the doing of our service, will give.

What are these feelings and instincts over which our thoughts may play as the fingers over the strings of a harp?

Curiosity, gratitude, pride, pleasure, benevolence, sympathy, the sense of the beautiful, comfort, convenience, the social instinct, the parental instinct, fortitude, enthusiasm, recreation, acquisition, faith, courage. These are some of the appeals which set the human instrument in vibration. Every business proposition can be attuned to certain of the human instincts.

Life insurance touches a man's affection and solicitude for his family. Jewelry appeals to one's sense of beauty, love of adornment, joy in following popular customs, and delight in displaying one's prosperity and artistic taste.

Jewelry would be but unsought metal and stone save for the allurement thrown round it by these divinely implanted human instincts, the very same which in other directions make for sturdier virtues like self-respect, courtesy, confidence, and desire for good reputation. Machinery itself makes its strongest appeal to the mechanic's innate love of workmanlike construction, accurate operation, and efficient production.

Consequently while we employ the weight of logic in gaining the support of his reason we end the body of our letter with an appeal to our correspondent's human side, certain that it leaves him in that emotional state of mind which the climax in our closing will crystalize into an emphatic "I will."







THE AMERICAN COMPANY

LOCAL DESCRIPTION OF COMPANY

Factors is Conormi Offices to "Street C-Kelley AveNE CLENT L AND



Vimbrift

THE CLOSING

By TIM THRIFT

Whatever is worth doing at all is worth doing way through to the finish. Mr. Thrift tells in a plain-to-be-seen way how to bring a business letter to a close in a way that will get the reader to act—act in the way that you want him to act. Unless you accomplish this all that has gone before avails nothing. Mr. Thrift has made some striking comparisons to show how to force action. He has suggested some ways of getting new angles on your own proposition—new arguments and ways of "closing the deal" that perhaps you have not thought of—some methods that seem worth trying out. His article is a "closer" from start to finish.—Note by The Editors.

ALL parts of a form letter are important, but perhaps none more so than the close, for what does it profit a man if he has successfully introduced himself and stated his proposition well, if he cannot close in a manner that will leave a good taste in the mouth or get the action desired!

You are all acquainted with those salesmen—and their name is legion!—who can carry a deal through to an *almost* successful conclusion. They understand "approach," how to get to the prospect and start off with a good impression. They can present their goods most persuasively. They have confidence in what they have to sell and can instill that confidence into others. But when it comes to the fatal moment, when the name is to go on the order, they fall down. They simply aren't there.

It is the same with many form letters. They carry you through all the stages of attention, interest, desire, and resolution to act, but they fail to impress you at their close of the necessity for definite action. They do not tell you what to do and then concentrate on getting you to do it.

So, while it is of the utmost importance that all which goes before shall be right, it is even more essential that your con-

clusion shall be right as well, or the letter might better never have been written and sent out.

Bear in mind that when you have arrived at the close of your letter you should be ready to quit. In other words, let the close be sharp, concise and to the point. If you want the reader to do something, tell him very clearly what he is to do and then persuade him to do it, not by stringing out the letter with arguments why he should do it, but by impressing upon him sharply the direct command for action.

Too many letters, when they have reached the closing point, begin all over again and re-hash all that has gone before. There are times when this may be done to advantage, but these are so rare as to be the exception and not the rule.

The following illustrates a rehash of the body of the letter, and is, in reality, an extension of the body into the close. This cannot be said to be a close, in the general acceptance of the term:

"This is just the time that a selling effort in this field will pay. 1911 will be a record year in the Blank Industry, and all of the 25,000 manufacturers of Blank Products are making their plans accordingly. There is great activity now in the enlarging and bettering of plants, and a good market for you. A large number of Blank manufacturing plants will be constructed during the next six months. This big number is issued January 1st, and copy should reach us before Christmas."

Note that these are all general statements. Even if the reader is interested in the information conveyed, what action he is to take is left to his own inference. Leave nothing to him, where it is possible to suggest some definite thing he is to do.

The letter from which this close was taken was sent out early in December. The time was short for copy to get in for the issue it was intended to promote. How much better, then, this close would have been:

THE CLOSING

"You have just two weeks to take advantage of this opportunity to get your products before a live market. And the limit of that time doesn't guarantee 'position' in our special number. Mail your order to-day—no matter what space. Copy can follow, but space will be reserved then. This is too important to neglect. Act at once. Use the enclosed order form."

Here the time element is impressed upon the reader's mind. He is made to appreciate that this is something which cannot wait. He must take action immediately, if he is to get in on a good thing.

If possible the close of a form letter should be presented in one paragraph. Sometimes two are effective, and even three, the second and third consisting of short, pithy sentences. But it is best to adhere to a single paragraph close where this can be made to carry the message.

The principle is the same as that of an interview. When your proposition has been presented very thoroughly, there is danger of talking the prospect out of a buying frame of mind if you linger with him too long. What is said after the salesman has risen to his feet and taken his hat very often ruins all that has gone before.

A long drawn-out sermon or lecture is a like example. You may have been interested up to a certain point, but past that point the discourse grows wearisome, because your own mind has reached with the speaker the climax he sought and you protest against going to others. You mentally exclaim, "What a fine place to stop."

By the time you have reached the close of your letter you should be in a position to explain the final details quickly and there should be no necessity for drawing them out. If there is, you have failed to convey in the body those important facts which are essential to correct understanding.

Above all, avoid being flippant. Do not create the impres-

sion that you are now through with the "bread-and-butter" stuff and are relieved that you can say "so-long." The prospect will sense the same relief and with a hurried glance at your conclusion toss the letter aside.

Instead, impress the importance of the closing admonition. Here is where whatever benefit he has in store will accrue to him. These are words which should be heeded. These are instructions he should follow. Only by doing so will he be just to himself.

Express the selfish viewpoint, too, but see that the selfishness is not wrongly placed. Appreciate first that the reader is always interested in himself and in his affairs, his profit and what will profit him, but rarely, if ever, in your concerns. Therefore appeal to his selfishness. Give him to understand that the action he takes in response to your suggestion or command will be advantageous to him. It is something for his good.

Too often we see the shoe on the other foot. In other words, the writer of the letter impresses the reader with the thought that he (the writer) will materially gain through the action taken, and fails to point out to him (the reader) where he gets off.

An instance of this is shown in the following close:

"If not in the market at the present time, inform us how soon you will be; and remember, we want your business."

Very kind in them to want the business, to be sure, but what have they done to deserve it? Here the selfishness is wrongly placed. The writer has a profit in prospect, but the reader is not only called upon to put himself out for the benefit of the other fellow, but he is asked to take action in a way which promises nothing in return. It is quite natural that the concern which sent out this letter should want the business, but let them first indicate real reasons why they should have it and wherein the reader will profit by giving it to them.

THE CLOSING

There is no better way to analyze the close of form letters than to study those which come across your desk. You will find the majority of them redundant with stock phrases and meaningless terms. The author of "Do it Now" should have been pensioned long ago and his classic thrown into the discard. When all other closing admonitions are exhausted we find this one brought forth, burnished up and presented with all the ardor of discovery.

If you find it a difficult task to get a good close, call in one of your best salesmen and put the proposition up to him. Ask him how he brings his interviews to a close. The chances are that he will give you some short, succinct phrases that will be just what you are looking for.

But do not tell him you want these for a letter. My, no! The great trouble with most salesmen when they go on paper is that they get "write-fright." You will find this true through thousands of form letters. Their writers may be men who could sell coal in Newcastle, but because they must put their arguments on paper they grow fearful and concoct the most amazing balderdash. Therefore do not let your source of inspiration suspect your purpose. Get his good fresh viewpoint and then let yourself be the buffer between him and the type-written page.

Finally, ever bear in mind that the close of any form letter put out to solicit business, should, first, last and all the time have *action* in it. It is the "clincher," the one thing remaining to make the letter a success. Unless it is well done, unless it is handled in the right way, the whole effect of the letter will be lost. Look over your letters. See if they have the proper persuasive power at their conclusion to get the action you want. If they haven't, this is probably the reason why returns haven't been greater. Analyze and reconstruct!

THE MECHANICS OF THE LETTER

By GEORGE FRENCH

The first glance at a caller usually gives you an "inkling" of whether or not you care to cultivate his acquaintance. Of course you "size him up" by his dress. Correctly clothed, he stands a good chance to get a hearing. If he succeeds in "breaking through," the first impression weighs big in his favor in the final summing-up. The "dress" of a business letter gives you an "inkling" of what kind of firm it comes from, and whether or not you want to do business with it. There are many little details, and all important, that must be combined to make up a well-dressed letter. Mr. French is a master of these details. He has the artist's eye. He tells how and why correctness of mechanical details—stationery—printing—typing—spacing—color effects—etc.—do make a difference in the results of a business letter.—Note by The Editors.

It is not all to be able to indite a smooth and insinuating letter that shall put the case in hand in the most favorable light, and do all that written words can do to extract from the recipient the action or the decision the writer wishes to get. That part of the letter is very important, but it remains for the mechanics of the letter to give the vital text just the right medium in which it is to go to the reader, and just the best dress to captivate his eye when he slits the envelope and begins the battle with his distant correspondent.

There are some business men who open their own letters, who take the first one on the morning pile and open it, and then the next one, and so on down to the last one. There are other men who shuffle the pile through their fingers and toss certain ones aside for some future hour. This kind of a man selects those that he knows have an immediate message for him, and those the appearance of which appeals to him, and deals first with them. All men, when they come to read their letters, are favorably impressed by those letters that are attractive in themselves. Many a hardheaded business man may be found

saving and cherishing a unique letterheading, or one that is especially well designed or printed. I once made a letterheading that attracted constant attention, and as long as I used it brought frequent references in correspondence and not a few specially written notes. It was nothing extraordinary or unique—just a conventionalized country scene with a dusty road winding through it, two or three tile-roofed cottages, with the text outlined through the narrow cut, which was printed in colors. But it attracted pleased attention, and it helped to introduce me in a favorable manner.

The letter should be regarded as a very potent piece of advertising, and it should be given much and constant care. There is of course no definite rule that can be laid down for the making of the letterheads, as it is a question of personality and getting some atmosphere of the business into them. But it is more a question of having them handsome, attractive, able to suggest some primal quality of the man and the business by their type treatment or their design. I am one who objects to steel-die and copper-etching work for business letterheads, as being too cold and too formal. They are all right for personal stationery or for the use of professional men, but for the ordinary run of business I would never use them. Lithography and the offset process as much as you like, if you like those processes; but type properly used makes the best, the most human, and the handsomest letterheadings. But if it is type, then there must be brains to make the design and decide upon the right type and the right paper and the right color.

To make a good letterhead is one of the more difficult and abstruse tasks the printer has put up to him, even if he does usually not only shirk his responsibility and ignore his opportunity, but show that he is wholly and debonairly unconscious of them. Yet it is to type that the real letterhead artist usually turns. Among a hundred notable letterheads that you may

THE MECHANICS OF THE LETTER

select from your correspondence during the next year, you will find that 75 percent of them are made with type. But they should be made properly, and with the fear of a cold reception on the part of the man who gets the letter always before the eyes of the maker; designed to make a piece of printing which, when taken in connection with the typed letter, will make a pleasing picture upon the desk of the recipient, and ingratiate the business motive of the letter into the mind of the man who is to read, in such fashion that even before he does read there is some semblance of warmth permeating his sub-consciousness.

The letterheading should be quiet and dignified, and it should have the minimum of matter printed upon it. It is a mistake to load a letterheading with a lot of detail. There should be the name of the concern, the name of the business, and as little as possible of other matter. It is a moot question if the names of the partners, or officers of the corporation, ought to be printed. For my own part, I find it very useful sometimes to have those names printed on the sheet, for the reason that the man who signs the letter often affects such an execrable scrawl that it is impossible to decipher it, and I have to search the printed list for it. But there should not be a lot of advertising detail about the business, nor should there be half-tone cuts. The chief idea of the letterhead designer should be to make an attractive piece of printing, calculated to help create a favorable sentiment for that which may be thereon written.

Then the typewriting. Here is a chance, a demand, for a great and significant reform. But a small proportion of business letters are decently typed, let alone being attractively typed. Yet it is a simple matter, and as easy as slutch work. It is first necessary that the importance of well-written letters be recognized. Then it is a question of how a letter ought to look; a question of getting a typist who is able to follow instructions. Then you have your handsome letter. The hardest

of these is the getting of typists who can be made to follow instructions, after getting a correspondent who recognizes the value of handsome letters as contrasted with slouchy letters. It seems to me that the business schools and the typewriter dealers might bring about a most valuable reform in this line if they would. There is nothing very much more discouragingly hopeless than to undertake to make a good typist out of a fresh graduate from a business school where they teach typewriting. They teach it in such an ugly fashion. The same is true of the graduates from the training schools of the typewriter manufacturers and dealers. There is surely a fortune awaiting the concern that will train typists to write handsome letters.

In the first place the typewritten portion of a letter should be placed upon the sheet in such a manner that its bulk shall form some sort of a pleasing rectangle. That is to say, if the letter is short, it should be written in short lines, double spaced, and so placed as to help make of the finished sheet a composition not too crude and ungainly as to form and proportion. If the letter is long, it is better to double space it and use a second A single-spaced letter is a risky experiment. The lines should not be too long to allow good margins-margins that balance well with the margins about the printed heading. member that white paper has as much value on a letter as on any piece of advertising printing; and remember also that to read a single-spaced letter is a tedious task. I have let that sort of a letter lie unread on my desk day after day, dreading the job. On an ordinary letter sheet, $8\frac{1}{2} \times 11''$, or $8 \times 10\frac{1}{2}''$, there should be a margin of not less than $\frac{3}{4}$ all around. It is much better to go over to a second page or even a third page, than to spoil the looks of a sheet by crowding it.

The typewriter ribbon should either match the color of the printed heading or harmonize with it. It is a good plan to have a color harmony that includes the printing, the paper and the

THE MECHANICS OF THE LETTER

typewriting, such as can be secured through the use of an azure or azurine paper, dark blue ink for the printing and a blue ribbon for the typewriter. Have the printer match the ribbon. He can do that, while the typewriter dealer cannot match more than one shade of blue printing ink. This plan can be applied to other colors, of course, and if white paper is used the harmony of color can be secured just the same, by having the printer and ribbon co-operate, as white harmonizes with any color. Forget about the old-fashioned purple ribbons. Use a good typewriter, and have it kept always in good repair. If you have more than one, have one fitted with elite type, to use on personal and "swell" stationery. Every concern should have at least two grades of stationery, one of which should be quite "swell," having an air of difference. It pays. Insist upon correct spelling and proper punctuation. I cannot say "correct" punctuation, as there is nothing of that sort in the market. Some time there may be an authorized system for punctuation, but there is none now. But you can have some sort of a system of your own and insist that it be followed. Do not permit erasures. Do not permit interlining. Better have the sheet written over. Insist that every letter shall go out clean and perfect. It can de done. If it is not done it merely means that your typist is careless or lazy—too lazy to perfect herself. If she is careless or lazy it is the fault, and the misfortune also, of her employer.

The matter of paper for stationery is important. Do not pay too much attention to the alluring advertisements of bond papers. They are all right—in their place; but there are many papers that are more desirable for fine business stationery. A good linen, a good superfine, or extra superfine, a good ledger that is not too stiff, a good wove—there are scores of finishes better than bond for business stationery. But the paper makers have seen fit to push bonds, and many business men think that

a good bond paper for their stationery is a symbol of good taste and good judgment, and perhaps financial soundness. And there is something in that view.

But whatever the paper used it should be good. It does not pay to use cheap paper for any kind of letter writing. The dollars saved in that way are seed dollars which if planted in good stationery might result in a crop of business that would make any puerile saving look too small to think about. An up-to-date business man would never think of taking a large prospective customer to a ten-cent hand-out restaurant for lunch. Why should he offer him cheap and poorly printed stationery? If I were to advise business men about their stationery I would tell them that they ought not to pay less than from \$5 to \$10 per thousand for their letter sheets, or from \$4 to \$8 a thousand for their envelopes. And in the long run the man who has the courage to pay the maximum figure gets his stationery at the smallest cost, reckoned as an overhead and giving it credit as a business getter.

The great trouble with business stationery is that business men do not think about it much, or in the right way. It is worthy of as much study as any other element of salesmanship.



PART II SPECIMENS AND EXAMPLES



American Business Book Company

PUBLISHERS OF

BOOKS FOR BUSINESS MEN

Keany Square Building Boston, Massachusetts, U. S. A.



A Managall

"THE BEST LETTER I EVER USED AND WHY"

EDITED BY JONATHAN JOHN BUZZELL

For convenience in referring to the notes and comments on letters contained in Part II of this book the following method is used: In the text the letters are referred to by page numbers. The comments on any particular letter may readily be found by noting the section number on the inside edge of the page opposite the folio on the bottom margin and then turning to the section indicated in the "Notes and Comments." In cases where series of letters appear, the comments on all the letters will be found under one section.

GREAT deal has been said and written about letter writing as a lost art. To one who has studied the history and followed the growth of this now almost universal practice of promoting business by letters it is perfectly clear that whatever changes have come about have been in the nature of gradual development toward a more perfect art and a more tangible basis upon which that art is founded. Some claim letter writing to be a science, but that is true only so far as all art is based upon certain scientific principles. A letter constructed upon principles laid down in any set of rules, without the subtle infusion of art in the form of individuality or personality, would be utterly hopeless so far as its effect on the human emotions is concerned. It would be as frigid and uncongenial as a mechanical man. The more personality injected into a letter the better. In that personality lies the strength of the appeal. And just as any writer develops a strong individual style by a study of the different styles of all the great writers, so by close study of the styles embodied in these successful business letters, the letter writer may develop a strong and telling individuality in his own letters that will go far toward achieving the maximum pulling power.

It is the purpose of this chapter, not to lay down a code by which letters may be written mechanically, but to furnish to the earnest student of salesmanship by correspondence a large number of successful business-getting letters that have actually been used by business houses—letters that have accomplished the purpose for which they were written, and that have been factors in the building up of solid business enterprises.

After many years of experience with letters in a great many different lines of business, during which time a large number of letters and facts about letters have been collected, the compilation of this book was undertaken. During these years the writer has unlearned many things. Hundreds of letters have been followed to an untimely grave. Here and there have appeared the real gems that have succeeded in justifying themselves. Many letters that "read well" failed to pull business. This suggests that there are a great many points besides the language used that are important elements in the construction of any letter.

In order to make this book as broad as possible in its scope requests were made for successful letters and opinions regarding them from leading advertising men and business houses throughout the country. This request met with a cordial response which justified the conclusion that there was a widely felt need for a book of this kind. These letters have been submitted as "The Best Letters I Ever Used" and although actual tabulated results have not been obtainable in some cases, these letters have been selected on account of some tangible reasons that place them above any others that have ever been used by the firms which have contributed them for publication in this book.

The practical business man for whom this book is intended will readily grasp the points made by each letter, and many interesting and valuable facts can thus be gained. Many adaptations of principles can be made, and in that lies the great value

of this work to any one who would increase the efficiency of his own business correspondence. Many examples will be found that will flatly contradict some of the old ideas that are pretty well fixed in the minds of many letter writers of to-day. Not all the letters here produced are perfect specimens in every detail. The critic will find many letters that come far short of his standard of masterpieces. But, it must be remembered, masterpieces of business letter writing, as in every other field, are not commonplace—they are the exceptions. Many otherwise good letters fail of results because of faulty conditions of lists or of other details. On the other hand a mediocre letter may bring very satisfactory results if the conditions under which it is sent out are ideal or approach to the ideal. The writing of a perfect letter is by no means all that makes for the success of a mail campaign. The mailing lists, the mechanical details, timeliness, and many other points are each essential to the best results. Each of the letters that are used in this book has been left as it was originally used and each represents the ideas of its writer rather than those of the Editors. In this very fact lies the chief value of the work. It is not the exploitation of any one man's ideas of business letter writing, but scores of men whose experiences have been along different lines and under different conditions have contributed specimens of their most resultful letters. These letters are all of comparatively recent date, but as conditions change from time to time it should be borne in mind in reading them that what to-day is new and forceful to-morrow may become too trite to be of value.

The physician studies cases and thereby discovers remedies and methods of treatment, but he modifies and adapts his treatment according to the particular conditions. Individual judgment is the most vital factor in his success. It is equally valuable to the business man to study cases, but, as with the physician, his success in writing business letters depends upon

his individual judgment in applying the knowledge gained by such study.

The higher the development of the art of letter writing by this method the more successful will become this branch of advertising, for it will create confidence in the public mind by elimination of those abuses of the letter privilege that are so common. A great deal of damage has been done in this way by attempting to make the writing of letter copy conform to the same rules that have been followed in the construction of advertising copy where display and illustrations are, or may be, used. Many attempts have been made to force advertising down the throats of the public by giving it the form of a letter with the letter left out. Many subtle schemes have been tried, but deception always disgusts and the legitimate letter suffers in consequence. With study of letter writing comes respect for the privileges of the letter and consequent improvement. Mere cleverness will not do. A letter may be infinitely clever, and possess all the points which are conceded to be essential in a good letter and vet be a failure as a puller because it is infinitely clever. Nothing can be so beneficial in overcoming this tendency toward mere cleverness as a careful study of the great letter successes, as few, if any, succeed by cleverness alone.

Many firms use what might be called "Good-will letters." It is not expected of these to bring direct results, but they are a part of the advertising scheme that helps the salesman or that helps in distributing goods through other channels. Many of the letters contained in this book are of this kind. And in studying them their motive should be kept closely in view. The letter itself should reveal its purpose. The letter that most readily reveals its mission is the letter that is most likely to achieve the object for which it is written. There is nothing so attention-compelling and so convincing of the sincerity of the writer of a letter as a legitimate and self-apparent reason

for writing it revealed in the first paragraph. And this goes a long way toward putting the mind of the reader in a favorable mood for the arguments that are to follow in the body of the letter. Letters that conceal their message until the second or third paragraphs are reached must use greater force at the close in order to convince the curiosity seeker who reads to the end. Such letters have pulled remarkable results in some instances, but a close study usually reveals the fact that there is some influence outside the wording of the letter itself that is a strong factor in its success. Such letters often amuse—if we have time to read them—but they too often do no more than amuse. A letter may be pleasing and even humorous to a considerable degree, if it is saturated with the individuality of the writer, and will be all the more forceful and convincing on that account, but here again individual judgment must be exercised and only a careful survey of the conditions will show where humor may safely be used.

The subject of letter headings has been taken up in another chapter of this book, and their value and effectiveness as a part of the letter fully discussed.

In the belief that the effects that may be obtained by typography and the ordinary printing press are too little appreciated, considerable effort has been exerted to show in this work a large number of desirable styles produced from the type.

These headings have been set especially for this book by some of the best typographic artists in the country, and show a variety of styles in composition and type faces from which the discriminating business man may choose when making up a design for his own business stationery.

NOTES AND COMMENTS

§1 The first series of letters, pages 121 to 139, were used by an advertising agency and were contributed by Mr. J. K. Fraser with the following comments:

"Circular letters may be divided into two parts.

"Those for direct replies.

"Those intended as fertilizers—backgrounds for more personal work to follow.

"A direct reply is usually easy to secure. A trick will get it. But trick replies are seldom of any real value. They are very misleading to the man who replies, or a very thin basis for further development.

"In our letters we are not aiming to get a volume of replies. We want no replies on false expectations. We want no replies that will lead us to suspect that there is business ahead when there is no sound reason for thinking so.

"Our letters aim simply to explain ourselves and our views. If they sufficiently interest the manufacturer in us, and in our views, he will get in touch with us. We will then be dealing with a man who is in touch with us because he likes us and our methods.

"Under these circumstances when we get together we will be well on the road toward doing business together—that is, so long as our letters truly represent us and our views.

"If we had expected many business leads from these letters we would have been disappointed. To date we have secured very few.

"On the other hand, we find they have been successful in accomplishing their real purpose. They have broadly created a favorable frame of mind toward us which we are encountering when we approach advertisers, or when we approach them through the mails."

§2 The letter on page 140 was contributed by Mr. Clark E. Schurman with the following comments:

"Here is the letter that has created the most interest of any I have used in four years and it must be known before reading it that our company has shown evidence of its mechanical ability through a long series of fine booklets and has proposed many plans of advertising to this list of furniture manufacturers, month by month before this letter.

"Also that in the furniture industry the writer is fairly well known for a few successes with difficult furniture accounts. I suppose the conversational tone of this letter and its confessional character have something to do with its success.

"Perhaps the opening is strong because it takes up the attack by a third party upon the recipient and the writer, throwing us together in mutual interest. The proposition in the first paragraph is so striking and important, if true, that a man could hardly pass up the rest of the letter.

"The illustration in the second paragraph justifies the first assertion.

"In the third paragraph one party on the defensive admits the challenge of the outside manufacturer and accepts his share of the blame, which subtly suggests that the recipient of the letter may as well admit his share.

"Likewise, we have offered a good example in the matter of a resolution in the fourth paragraph and invited a frank, explanatory answer by quick termination of the letter without any preaching.

"We received a number of long answers to this letter and two manufacturers came from a distance of over a thousand miles to take it up personally."

§3 The two letters, pages 141 and 142, were contributed by Mr. Mac Martin and commented on by him as follows:

"First letter:

"Number sent out 304.

"Number of replies 47.

"Number of new accounts received 3.

"Number of orders received 7.

"Gross profit on first orders received \$1,427.

"The reasons why this letter brought this rather large return might be catalogued as follows:

"1—Quality of paper, printing, and typewriting was the best I could make it, regardless of expense.

"The letter was filled in in our regular form with 'My Dear Mr. Doe' at the top and the name and address of the recipient at the bottom.

"3—It was signed in ink by myself.

"4—The letter is short, shorter than most business men are used to receiving.

"5—The letter was timely.

"a—In the first place it referred to an incident in my personal experience on which the local newspapers had given considerable publicity. (In a business which seems to have a professional nature, business often gets away by people thinking you are still out of town.)

"b-It was sent out at the close of a rather dull

summer season when most of the recipients were feeling the need of some stimulant for business.

"6—The letter was natural. After writing my first draft I called upon a representative of the list and used the exact words in conversation with him to see if the style sounded natural. This is the hardest test I know.

"The letter contained a definite proposition. (In this relation it might be interesting to note that only one of the orders received was for a booklet, the definite proposition suggested. The suggestion of a booklet was used in the form of a 'leader' only.)

"8—The appeal was in the form of Suggestion and the particular arguments in favor of the action were worked in as descriptions of the service which were supposed to be taken for granted. (To the fact that a reply required no prolonged deliberation I attribute considerable of its success.)

"9—The letter was personal. The letter was addressed to 'you,' a definite representative of the list.

"10—The conclusion suggested immediate action and, to an extent, described the process of an action. (It might be interesting to note that, although the action suggested was that of telephoning, not one of the replies came in that form; and I did not expect them to. One came in as a personal call of a man from out of town who arrived the same day he received the letter. Four came as voluntary interviews the next time I saw those men at a Club. The other forty-two came as letters.

"I might add that I have never received less than 5% response of some kind from a letter of this description.

"This letter was not 'followed up' in the regular sense of the word although on December 26 I sent another

letter (page 000) to 218 of this same list and received 22 replies. This New Year's letter was not written with the expectation of receiving any immediate replies. It is too early at this date to estimate the amount of gross profit on this New Year's letter."

- §4 The letter on page 143 was used by a large advertising agency and is self-explanatory. The friendly tone of the letter throughout makes it valuable from a good-will standpoint. The closing shows a highly optimistic viewpoint the keenness of which makes it highly commendable in the personnel of an advertising agency.
- §5 The letter on page 144 was typed in red with note on side and bottom margin in imitation handwriting. It is original in its construction and no doubt that is in a large measure responsible for its unusual success. It shows the value of originality.
- §6 A series of seventeen letters, pages 145 to 170 inclusive, were sent weekly to 2,300 dealers in twelve eastern states, at a cost of \$1,564 for the campaign. The detailed results given by Mr. John G. Keplinger follow:

Letter No.	Orders from	Requests for
	new accounts	samples
1	0	1
2	5	5
3	5	4
4	7	3
5	10	8
6	7	3
7	6	6
8	14	6
9	5	2
10	7	5
11	7	16
	[80]	

Letter No.	Orders from new accounts	Requests for samples
12	9	7
13	8	7
14	12	4
15	3	3
16	6	3
17	33	10

Eleven of these letters—one to eleven inclusive—were used on another list of 4,800 in the remaining states of the country with results as per table below:

Letter No.	Orders	Requests for samples
1	3	13
2	19	0
3	9	5
4	12	3
5	12	8
6	12	3
7	7	9
8	22	8
9	20	2
10	6	3
11	4	0

A year and three months after this campaign closed the following letter was received from a firm in South Omaha, Nebraska:

"Gentlemen:

"We had received several circulars from you last year in regard to your silks.

"We were not in a position then to handle your goods but the impressions made by your talks at that time still remain and would like to hear from you now in regard to prices and advertising propositions."

§7 The series of six letters (pages 171 to 177), used by a large carriage manufacturing concern, are commented on as follows:

"Our sales department supports a large corps of travelers, and most of the orders received are written by salesmen. The selling plan is to market the work through the travelers rather than by mail; however, it is the policy to supplement the travelers' activities by the liberal use of follow-up letters. Naturally these letters are intended to mould the dealer's opinion and impress him with the desirability of handling the goods in order to pave the way for the traveler.

"It will be seen, therefore, that our letters are designed more particularly to co-operate with the salesmen than to solicit immediate orders by mail, although of course a considerable volume of business comes to us through the mail. The usual method is to employ a series of five or six letters sent at intervals of from one to three weeks. The series, therefore, rather than the individual letter, should be considered in determining its effectiveness, because the individual numbers of the series are so closely related that the results of a single letter would be hard to tabulate."

§8 The letter on page 178 was sent out by a large manufacturing corporation that sells its goods to farmers, and is commented on as follows:

"In preparing its form letters this company avoids all hobbies. We have no pet theories. We issue many millions of these letters each year with a twofold purpose—first, to create good will, and second, to sell our machines. In getting out these letters, we do not specialize for any types. We take it for granted that there will be enough normal-reasoning, clear-sighted, everyday

people read them, so that we can ignore cranks, slipshod thinkers, penny-wise and pound-foolish types. In the same way that large credit houses have discovered that between 97 and 100 per cent of the public at large is honest, so have we been convinced that between 97 and 100 per cent of the American farmers have more or less intelligence. We do not go after the minimum class, that is, those between the 97 and 100 percent.

"A large corporation such as ours is subject to continuous attacks by interested parties, which would tend to create an impression unfavorable to us, irrespective of any basic grounds for such attacks. To offset these statements we frequently have recourse to form letters. These letters we try to make convincing, straightforward, and, as far as possible, we take the farmer right into our confidence. We call these our good-will letters. When we write a letter to sell anything, our policy is the same. We go in a straightforward way after a sale through a letter exactly as if we were talking to the possible purchaser. We do not try to put in any fine phrasing; we abominate conventional forms, and we rely entirely on good straight 'reason why' copy to make the sale."

§9 The two letters, pages 180 and 182, used by a manufacturing jeweler, were contributed by Mr. John G. Keplinger as the two letters which have been the most resultful of any used by him in promoting business with retail jewelers. The letter on page 180 opens with the "news-value" paragraph and uses the guarantee argument in a new way which brings it closer to the dealer himself and strengthens it greatly on that account. The letter on repair materials is an excellent follow-up for the first letter and adds force to the argument relative to watches.

§10 The letter on page 183 was contributed by Mr. Daniel E.

Paris as the best letter he ever used in promoting business for his firm

"because it has brought more business and more comment than any other effort of mine. This letter shows perhaps the best example of the style which I have sought hard to cultivate entirely thru watching results and not thru the use of any rules of system which I can possibly lay down. I am somewhat of an enthusiast on letters and believe that there is not half as much accomplished thru this medium as is easily possible."

On pages 184 and 185 are other letters from the same source which have proved more than ordinarily resultful.

§11 Mr. St. Elmo Lewis has contributed two letters (pages 186 and 187). The trial letter has been especially productive of results. The other (page 187) has brought a consistent 7 percent of returns, which in this business is considered a very large result.

§12 The letter on page 188 is commented on as follows:

"1st, it requests the privilege of talking to the buyer on what he is interested in; 2nd, it not only emphasizes Paint but gives an idea of our other stock; 3rd, it emphasizes service; 4th, it stresses the fact that we are the only manufacturers in this state."

 $\S 13$ The letters on pages 189 to 192 are commented on as follows:

"We have written and re-written all our form letters a dozen times in the last dozen years, and have tried to cover every phase of our business, and each time we re-wrote the letter we thought it was better than before and were satisfied at that moment. After six or eight months use they began to get stale to us,

although probably just as new to the people receiving them as any other would have been, so that it would be almost impossible to pick out anyone and call it the best.

"We have a letter (page 189) which we send to parents of newly born children, of which we use a particularly large number. This has just been entirely rewritten, the stationery entirely changed, and it will go out as something entirely new. I do not believe that I can call even this the best we ever put out, but if there is anything in approaching a mother with clean, up-to-date linen stationery, with a smooth-reading, simply worded and easily understood letter, in which she is told what our product is, for what it is to be used and what it is going to cost, then we shall have a form letter away above the average and one which you may be able to class as amongst the best."

The letter starting with the words: "In accordance with" (page 190) represents form letters going to people who have answered magazine advertising requesting a sample. The letter starting with the words "By this mail" (page 191) represents people who are receiving a sample as the result of somebody's suggestion. The letter starting with the words "We shall be glad" (page 192) represents a follow-up letter which goes to both these classes.

§14 The letters, pages 193 to 197 inclusive, are the principal ones used in a campaign to dealers on a line of guaranteed goods. Quality and the guarantee furnish the principal selling arguments in this campaign which was a very resultful one for the manufacturers.

§15 On page 198 is a letter contributed by Mr. E. C. Tibbitts as one of the best letters used by him. As a creator of confidence in an old-established house it is an excellent example.

On page 199 is another letter from the same source which has received much favorable comment.

§16 On page 200 is a letter contributed by Mr. George P. Metzger with the following comment:

"It would be a brave man who would state that any letter is the best letter he ever wrote and give the reason why. For instance, I can remember a letter which I wrote while I was in the book business which pulled \$25,000 worth of business from the names written on a half bushel of old dead and worked-out magazine coupons which had been thrown away and which I discovered in a corner. It wasn't so much the letter that did it in that case as it was a realization of what were the possibilities in that list of names.

"So when I state that this letter is a good letter I want to say that it is mostly because I know that it was written to fit the circumstances precisely as I knew they existed, and to reach precisely the class of people whom I knew I was trying to reach. Also, I have reason to know that it stirred things up precisely as I expected, and caused a very wholesome controversy."

§17 The letter on page 202 was contributed by Mr. Louis W. Wheelock with the following comments:

"Out of many form letters, some of which might be called clever, I have selected this homely old specimen, without a bright phrase in it—just plain and simple, without any 'do it now' tricks or appeal to the imagination.

"It is the clearest and briefest statement of an agency plan and an advertising plan that really meets the needs and interest of the dealers to whom this letter is sent. It has been used nearly five years with

very slight changes, has been mailed as the first letter in a series to druggists in every state east of the Mississippi, and I judge it is good because it has initiated business that has aggregated many hundreds of thousands of dollars. That it is open to improvement I am sure, but I would not agree to revise it unless in the direction of greater simplicity and clearness and greater care to present the plain, attractive facts without exaggeration. I believe that its success is due to the fact that it presents a plan that exactly fits the needs of the recipient. The skill consisted in constructing the plan, not the letter."

§18 A series of three letters used to supplement the work of the salesmen, and which were very successful in a glass and paint business are on pages 203, 204, and 205.

§19 The six letters, pages 206 to 212, cover the question of paint to the architect, the householder, the painter, building managers, and farmers. Letter on page 206 was sent to prospective paint users. It calls their attention to the fact that they should read up on paints, in order that they may talk more intelligently with their painter when the time comes for them to have painting done. The fact that the manufacturer offers to show them houses in their own city that have been painted with his paint gains their confidence. They can also get a copy of the booklet mentioned, together with color cards so that they may choose their own combinations from the local dealer, thus saving time and inconvenience. The enclosures with this letter were such that it gave a more detailed explanation regarding paint products and how they should be used to get the best results.

The object of the letter on page 207 was to suggest to the architect to give his clients more service by letting this company furnish him with detailed information regarding

paints and paint products; partial list is given describing each product.

Rather than have the busy architect send for literature, etc., this letter calls his attention to more detailed information regarding the manufacturer's products as listed in Sweet's Index which is found in every architect's office for reference. The fact that he can refer to this information at any time, and that these products are sold in his city by an exclusive agent, makes it a very simple matter for him to look into them and possibly test them out.

The letter on page 208 to building managers was successful because the first paragraph brought out some vital points which all managers of buildings must look into with care.

The next paragraph bringing in the fact that this finish has the soft, attractive qualities of water paint with sanitary, durable qualities of an oil paint is most interesting to the recipient.

§20 On page 213 is a letter which brought very satisfactory returns. It was contributed by Mr. W. B. Greene and commented on by him as follows:

"This letter was mailed to a small list of glass manufacturers. We, therefore, were able to know rather definitely the matters in which these people would be interested, and to write our letter accordingly. We paid particular attention to the sequence in order to gain and hold attention.

"The cost of operation of a plant is always a live topic with the manager and the immediate reference to a very large company in the business and the fact that we were sending them a description of an important part of this company's equipment, was a matter of considerable interest. Having gained their attention, we were able in the second paragraph to offer

the services of our Engineering Department. It was unnecessary here to attempt to sell our machinery as there is nothing to sell until the engineers have studied the conditions and made recommendations.

"The third paragraph offered the House Organ after they had become interested in this through the article mentioned above.

"We believe that we had this material arranged in the proper order as every concern would be interested in the first paragraph, but a relatively small number in the second. The second paragraph, however, would have no value without being preceded by the first. Responses to this letter have been rather exceptional, considering the product which we sell."

§21 The two letters, pages 214 and 215, were used on a list of prospective buyers furnished the manufacturers by dealers. They were filled in to match the body of the letter and the dealer's name is mentioned at the close as being glad to supply further information.

§22 The letter on page 217, used by a Southern shoe manufacturer, is commented on by Mr. R. Winston Harvey as follows:

"This is probably one of the best form letters I have sent out recently. Why is it the best? Is it because it is a *good* letter? Is it because the merchants to whom it was sent were in a receptive mood? No! It is because it was aimed straight at the merchant's pocketbook and the aim proved true.

"This letter produced results because it was composed after a careful survey of the general trade conditions, and in letter writing the same basic principles apply as in preparing an advertisement—know your people, know the trade conditions, and go after them

with clean-cut proofs of the pecuniary advantages in handling your product.

"This letter was sent to a list of Southern prospects—merchants whom we had never sold. We wanted their accounts, and this letter got a great many of them.

"Now, what were the conditions in the South at that time? Cotton prices went bad, Congress was 'monkeying' with the tariff, the weather was all but favorable, shoes were getting higher, and the Southern merchants took on an aggravated case of pessimism—that is, some of them did—and we knew they were having a dull trade.

"Now we get to the real reason for this resultproducing letter—we gave the merchants who were not handling our line actual figures from merchants who were handling our line, and proved to them that nothing was wrong with the weather, that nine-cent cotton was all right, and that the tariff had nothing to do with their sales, but that they were handling the wrong line of shoes.

"This careful analysis of the conditions I believe is mainly responsible for the results from this letter; although the fact that we enclosed a self-addressed government postal card, all ready for the merchant to sign, had its weight. The card gave the merchant the opportunity of having a salesman call, or of receiving a catalog of anything in the way of shoes or shoe findings. We got more requests for catalogs than for salesmen, but by our catalog follow-up system, we were able to land some nice 'direct' orders as a result of this letter.

"Then there is the postscript which made it seem

more like a personally dictated letter than a circular. The letter was also filled in with the merchant's name and address. This 'P.S.' suggested seasonable goods for the Holiday trade, and there is nothing like the power of suggestion in salesmanship to get the prospective buyer in a buying frame of mind.

"In preparing form letters one is apt, if he isn't very careful, to fall into the sterotyped phrases and give too much study to the rhetoric in his composition, which makes the letter stiff and stilted. A form letter is purely and simply a business communication and should be dictated in the same way you would dictate any other letter—smooth and right from the shoulder.

"Upon the first paragraph of any letter depends whether or not it will be read to the signature. It is like the illustration, or the headlines of an advertisement—you must first attract attention, and then make your story of sufficient interest to justify a reading. If a reply is desired a self-addressed postcard or envelope will lend its aid materially, because you then make it an easy matter for the customer to reply with no expense and practically no trouble."

§23 On pages 219 and 220 are two letters used by a large clothing house. They were productive of record returns, a fact which their writer says:

"Strikes me as unusual upon re-reading. I have written many letters which were infinitely cleverer than these—which had all the essential points of what we all agree to be a good letter—and yet whose records as 'pullers' have been very mediocre. All of which goes to prove that psychology and theory frequently fail when applied to advertising."

- §24 The two letters on pages 221 and 222 were used by a stove manufacturer marketing goods on an agency basis. Actual record of results was not obtained, but as evidenced by comments and satisfaction of agents they were highly successful in accomplishing their end.
- §25 On pages 223 to 235 inclusive is a series of letters that have been big producers. Most of these letters lead up to the point by some statement or human-interest story that prepares the reader's mind for the argument. There is an atmosphere of frankness and confidence throughout that is always worth more in a letter than any so-called strong sales talk that can be used. §26 The two letters on pages 236 and 237 were used by a manufacturer of office filing systems and were contributed by them as the most resultful of any they have ever used.
- §27 On page 238 is a letter which stands out as a distinct type and which seems to violate most of the principles that are usually safe to follow in writing. It probably won on its humor, which is of a sort that would naturally appeal to the class addressed. It proved to be one of the most effective in pulling business of any ever used by this concern.
- §28 The letter on page 239 was contributed by Mr. Edw. S. Babcox as one unusually productive of results in advertising a recipe outfit to women. A specific instance is an order written on the margin of the letter and received more than two years after the letter was sent out. The letter opens with a testimonial, which is, if the testimonial be brief and strong, a very good way of getting interest. In this case the testimonal states something specific and descriptive. The body of the letter is plain and convincing, and the close suggests definite and immediate action.

On page 240 is another letter from the same source. The opening paragraph is frank and therefore unique. This very point would win for it a reading in a great many cases. The

frank tone is maintained throughout, and altogether the letter is one that should inspire confidence.

§29 The two letters on pages 241 and 242 use the question form of statement for emphasis. The first letter would appeal to the business man who was uncertain as to the best filing methods for his needs, and would bring the desired inquiries. These two letters brought a large amount of business for a branch office of a filing cabinet manufacturer.

§30 The letter on page 243 was sent to a list of 250 prospects and brought 12 trial orders and 10 permanent customers, who, when these results were tabulated about six months after the letter was sent out, had purchased goods to the amount of \$4,135.

The letter on page 244 was sent to a similar list in the same territory a few months after the above letter went out and brought but a single trial order from a customer who never re-ordered.

The letter on page 245 was sent out later to a list of about 500 names, covering a much wider territory, and brought over 30 percent of replies.

§31 The series, pages 246, 247, 248, 249, 250 and 251, were used by a large clothing manufacturer and were eagerly ordered by the dealers. The letter to dealers on page 246 explains the method of handling the mailing of these letters. Each of the series of five to be sent from dealer to prospective customers had a two-color cut showing the particular style of suit which was mentioned in the letter. The same cut was also shown on the envelope.

§32 Two very good letters sent by a large manufacturer to dealers are found on pages 252 and 253. These were selected as the most resultful and satisfactory used by this house. They are plain, brief, and are written from a point of view which should make a strong appeal to dealers.

§33 On pages 254 and 255 are two letters sent by a large manufacturer to a list of farmers and which proved to be very efficient in bringing results. They are written from the right point of view and are excellent examples of the kind of letter that should appeal to the farmer who wishes to progress along the lines of modern efficiency.

§34 The "Night Letter" on page 256 affords a very striking example of pulling power. Its success is attested to by the fact that the orders received directly in reply to it amounted to \$1,600,000.

It has been the practice for a number of years for this firm to send off these telegrams on New Year's Eve, stating the exact condition of the underwear market and thus posting the customers, giving valuable information upon which they can act immediately. In most cases a response was received by return telegram at the expense of the firm, duplicating the order of the previous year or increasing it anywhere from 35 to 100 percent.

§35 On page 257 is a letter used to follow up notices in the trade papers. This furnishes a reason for writing and makes the letter personal. The results from this letter were probably due more to the plan than to the letter itself.

§36 The letters on pages 258, 260, and 261 resulted in a large amount of new business. They were sent by a manufacturer of a guaranteed article to dealers, and are considered by them to be their best business producers.

§37 The letter on page 263 was used to call attention to a new catalog and is a plain, businesslike statement that should appeal to the class of prospects to whom it was sent. In immediate orders this letter brought a net profit of more than twenty dollars for each dollar expended. Through the sale of small tools mentioned in the second paragraph business relations should be opened that would lead to orders for more expensive machinery.

§38 The letter on page 264 was contributed by the Welsbach Company as one of the most productive they have ever used. It uses the argument of an expense-saving move turned to benefit for the customers. This suggests liberal business policy and thus gains confidence.

§39 The two letters, pages 265 and 266, were contributed with the following comments:

"The longer letter (page 265) we sent out first some time ago when the interest in tariff revision was at its height. We began by using it in Kansas City where it made such a favorable impression that it was finally sent to nearly all of our branch cities. In Kansas City it was mailed to about 1,000 automobile owners. It eventually pulled into the branch more than 200 new customers.

"The other letter (page 266) approached the subject directly and brought splendid returns.

"We are great believers in circularizing by letter under first-class postage. We make it a point never to send out a letter unless we have something to say that is of real interest to the recipient. We nearly always enclose a return postcard and according to the kind of letter count on from 10 to 33 percent of responses. We believe it is safe to say that no other one form of advertising has brought us the direct returns in dollars and cents that we have received from our circularizing during the past two years."

§40 The letter on page 267 was contributed by Mr. G. U. Gates and commented on as follows:

"This has been a good result-producing letter and was sent to institutions in the United States which make a specialty of treating tuberculosis. Such insti-

tutions are always looking for sputum cups, and this letter made good because our cup was carefully described and its advantages shown.

"It furthermore quoted specific prices, which prices were low enough to get the superintendent to whom it was sent to write us for a quotation upon the number of cups he would contract for. Over 20 percent of the institutions to whom this was sent replied.

Another letter used by the same house and which was sent to prospects in foreign countries is on page 268.

"This letter states the name of the book which has been sent, and the day it is put into the mail. In export this is very essential because the mail deliveries are not as good in all countries as in this; in fact, when sending catalogues to Latin America, it has been found advisable to have them registered, and the same is also true in many other countries.

"Next the letter takes up the fact that we are in a position to make special apparatus that will suit their individual tastes. In the third paragraph attention is called to the quality of the product which we manufacture. Then we take up some specific articles which are in the book to draw a reply as to what the prospect really intends to buy. In each specific article we draw the attention of the prospect to the exclusive features as these are the ones which cause him to buy. Our reason for referring to specific pages is to make the prospect go through the book. Then we take up the matter of deliveries and discounts. Lastly we set a rather definite time when we expect to receive an answer, and key the letter."

§41 The letter on page 271 was sent to a list of 757 industrial plant operators and 94 replies were received. The amount of business resulting from these replies was highly pleasing to the company using the letter.

The first and third paragraphs of this letter were severely criticised by three different advertising men and all advised not using it. In spite of this it was sent out and over 12 percent of replies were received.

§42 On pages 272 and 273 are two letters that were used by a manufacturing concern to create demand of the jobber for their goods. Both letters use the "headline" first paragraph. The first letter is an argument showing the advantage to the dealer in carrying goods of high quality backed by reputation. The statements are made from the dealer's point of view, the fifth paragraph taking up the argument for the particular goods offered by the manufacturer. The second letter takes up much the same line of argument. These letters brought many very satisfactory reports showing that they made lasting impressions that were favorable.

§43 The letter on page 274 opens with the "news-value" paragraph, which doubtless makes a strong and interest-arousing appeal to clergymen to whom it was sent. It is a smooth play for a salesman's interview. Its appeal is made on a basis in which every clergyman is vitally interested and it suggests helpfulness and thorough understanding of his particular problem.

The letter on page 275 is constructed along lines very similar to preceding letter to clergymen. It gives a reason for writing and brings up the point of ordering holiday goods in time, which really is its object. The body of the letter shows willingness to co-operate and special inducements. The closing gives a reasonable basis for demanding immediate action.

The letter on page 276 is more strictly an advertising an-

nouncement, but it plays on human interest and the unique paragraphing makes it striking and undoubtedly adds to the element of force.

The letter on page 277 is intensely personal in its tone. The first paragraph furnishes the reason for writing and makes a point of contact between the writer and reader. In the body of the letter is a carefully prepared argument or selling talk well adapted to making a strong and telling appeal to the particular class to whom it was sent. The closing suggests action in a manner that should appeal from the reader's point of view.

§44 On page 278 is a letter used by a crockery salesman on a list of western customers. The first paragraph furnishes the reason for writing and forms a point of contact. The body of the letter contains good sound argument for the goods and bids strongly for the prospective customer to postpone buying until he sees this unusual line of goods. It proved effective in increasing this salesman's sales several thousand dollars over the previous year.

§45 On pages 279, 280, and 281 are three letters used by a lumber dealer. In each case the opening paragraphs are statements from the reader's point of view. Based on these paragaphs the remainder of each letter is a general sales talk. They brought a very perceptible increase in the daily purchases from this concern by contractors and builders during the period while they were used.

§46 The six letters, pages 282 to 287, were contributed by F. H. Chase as a series that were very useful in getting more business from old customers, and stirring up many that were not buying regularly.

§47 The letter on page 288 is strong in imagination. It aims to create irresistible desire by its tempting descriptions. It is in no way personal and depends for its point of contact on the

chance that some of the delicacies described will appeal to the reader.

§48 On page 289 is a letter contributed by Mr. Jens C. Petersen which brought the most and best results of any letter he has ever used, and he comments on it as follows:

"This letter developed \$2,275 worth of business from only \$52 worth of advertising alone. It was the second letter used in answer to inquirers who had seen a certain one of my houses illustrated in a magazine. These inquirers wrote in concerning these plans. Failing to hear from them, I wrote this letter.

"My explanation of this letter is that it had just enough of antagonistic temperament to almost compel them to answer it. My closing remark convinced them there was no other way than to answer my letter."

§49 Two excellent letters from a retail clothing store, one to men and the other to mothers of boys, are on pages 290 and 291. The main argument is satisfying customers in merchandise and methods and in a general way trying to create and maintain good will. These letters are general where the letter to produce direct sales must as a rule be specific. These letters are an inducement to patronize this store for wants in this line, but do not create demand.

§50 The two letters on pages 292 and 293 are commented on by Mr. Frederick W. Aldred as follows:

"These letters were carefully filled in with names of customers. The linen letter was written to a picked list of twelve hundred women, all of whom were known personally to the signer, our Vice-President. The results would not have been so great, of course, except that this is done annually. Nevertheless, we have done a tremendous volume of business in fine linens during

this sale and at times women have had to make appointments ahead in order to get the attention of the signer.

"The second letter (page 293) pulled so hard, and that from the very best class of women in the state, that we were obliged to put up a fence on the stairway leading to the Trocadero and let women in and out by small groups. Our sales, of course, were tremendous for a store of our size.

"The open sesame to good letter writing is the phrase 'You versus I' which instantly with compelling force impresses upon one while writing the fact that the other fellow's point of view is all important and mine of absolutely no importance whatever, except in so far as I can change my point of view to his and direct the latter to the results aimed at, whether these results be buying goods, speaking at a dinner, voting for a candidate or doing a favor.

"This is as true of personal and friendly letters as of business letters, altho not always apparently so for the reason that you, as a friend, may be intensely interested in my personality, thoughts, and experiences; while you as a business man are only interested in business letters for the direct bearing they have on your business interests or professional pursuits."

§51 On page 294 is a letter used by a Boston clothing house and was accompanied by a copy of a 350-page book published by the Boston Chamber of Commerce. One thousand copies of this book which retailed at \$2 a volume were sent out. This is an ideal good-will letter. It was sent largely to professional men and the appeal is made from a viewpoint that should make it of strong publicity value.

§52 The letter on page 296 brought larger returns than any

other ever used by this firm. The appeal is intended to pull from the highest class trade. No specific appeal is made and it is merely a little quality talk opened with an implied compliment, both of which seemed to be very effective.

§53 The letter on page 297 made use of a check for \$1 which applied on the first purchase under certain conditions. This would naturally attract attention and secure a reading for the letter. The letter proved a big business getter, and the return of the checks made it very easy to tabulate results. A list of those returning checks would also be a valuable new list to follow up with still further special offers.

\$54 The letter on page 298 brought into the store over 50 percent of the prospects to whom it was sent. It created the best sort of feeling and while open to criticism in many ways, proved to be a very valuable business-getter. The opening paragraph has the absolutely selfish viewpoint of the advertiser, yet is so put that the old customers to whom it was sent would doubtless take it somewhat in the nature of a compliment. The compliment is taken up again in the third, fifth and sixth paragraphs in such a way as hardly to be resisted by women. The fact that the letter would put the advertiser under obligation to any prospect who came to the store in response to it would make the prospect feel absolutely free to inspect the goods—it would then be up to the salesman, as it is in every case where an advertisement brings a prospect into a store.

§55 The letter on page 299 proved to be a very effective appeal to the class of people addressed and made an unusually big holiday trade for the florist who used it. The invitation to inspect the offerings without obligation would naturally appeal strongly to women.

§56 The nine tailoring letters, pages 300 to 308 inclusive, were contributed as being especially productive of results. They are far above the average letters that have been used in

this line and were selected from many different sources and localities.

§57 The letter on page 309 is written in an interesting vein that should appeal to the class addressed. It is the tone of the letter probably more than any other quality that makes its strength of appeal.

§58 On pages 310, 311, and 312 are three letters that were used by an enterprising newsdealer in soliciting trade in a select district. The quality of stationery used and the general tone of the letters would appeal to the more discriminating prospects addressed.

§59 The letter on page 313 opens with the headline paragraph. The whole letter tends to fill the reader with the spirit of ideal suburban life. In the closing paragraphs the possible objections are met in a general way.

On pages 314 and 315 are two letters to real estate owners on the management of property. The second letter uses a human interest story that would hardly go unread by anyone interested in real estate.

- §60 The letter on page 316 is illustrative of a simple proposition for keeping in touch with customers and showing interest in their patronage. It has a value of general advertising aside from what direct orders might result, although it proved more than ordinarily satisfactory in immediate results.
- §61 The letter on page 317 is essentially a formal business announcement in the first paragraph. It was sent to a list of automobile owners and patrons to try to interest them in a new model of a different make from their own cars, yet carefully avoiding any suggestion that might offend. It is not strong as a sales letter but as a good-will letter was very effective.
- §62 The letter on page 318 was successful in getting immediate business from over 50 percent of the prospects to whom it was sent, who, of course, were customers who had been on their

books previously. It gives some interesting specific information that could hardly fail to convince.

§63 The letter on page 319 proved to be a very effective short letter. In the first paragraph there is a comparison that brings out the point of the letter in a simple and telling way. It carries an air of confidence which sounds businesslike without any attempt to overdo it.

§64 The two letters, pages 320 and 321, were actually written by a woman and have an appeal that is rather hard to get except through the personality of the writer.

The letter on page 322 is of the more personal kind and makes its appeal along personal lines.

The letter on page 323 gains attention by its appeal to patriotic pride. This letter was written by a woman and in that vein of woman-to-woman talk.

§65 The letter on page 324 is one that proved highly successful for a large public service corporation. Forty-five thousand of these letters were sent out to consumers; 125 replies were received the same day the letter was mailed; 2,578 replies were received on the second day; 1,037 replies were received on the third day; 930 replies were received on the fourth day. In all 7,431 replies—nearly 12 percent—were received. Of these 6,945 expressed themselves as entirely satisfied with the service. Mild criticism and suggestion were received from 396.

As a stamped addressed envelope was enclosed for reply, the company naturally assumed that those who did not reply were satisfied with the service, or at least had no specific criticism to offer. This letter together with an analysis of returns was published in all the daily papers in the city as a display advertisement on the sixth day after it was sent out. This shows the advantage, even in a good-will letter, of asking some specific question or making some specific suggestion. In this case complaints were called for, but by far the larger number

of replies were commendations instead—which was, indeed, to be expected.

The complaints were taken up individually and straightened out to the satisfaction of the parties making them.

Thus the letter accomplished a threefold purpose: it brought out whatever dissatisfaction existed and enabled the company to correct it; it proved tremendously successful as a good-will letter, as the replies show; it brought out some very valuable facts that were used in advertising to possible consumers. Each letter was carefully "filled in," thus making it appear to be a personal typewritten letter. It is not a masterpiece of rhetoric, but a simple, personal message from the General Superintendent.

§66 The letter on page 325 was sent to a list of ten thousand names throughout the rural districts of New England. It is personal in its tone, makes an appeal to holiday generosity, suggests buying for gifts, and has a strong close. The returns were unusually large for a letter of this kind.

§67 The two mail order letters on pages 326 and 327 are excellent examples of right-to-the-point-ness and cannot help but inspire confidence in the business house that used them. They proved to be big winners.

§68 The two letters, pages 328 and 331, were contributed by Mr. Edward B. Waldron as the most resultful of any he has ever used in the mail order piano business. They are not as long as the usual letter used by the piano houses which range from two to five pages. These letters were designed to appeal to the rural classes and brought a large percentage of orders. §69 The two letters, pages 333 and 337, were contributed with the following comments by Mr. A. R. Wellington:

"Owing to the class of people with whom we have dealings our letters are necessarily of considerable length and deal specifically with the premium proposition.

"In other words, the letters I have written which I believe have brought the best results in dollars and cents, have been of extreme length, going into the proposition in detail, and the success of these letters, I believe, has been due to the plain way in which I have tried to state facts.

"The keynote of the letters I have written has been the use of the 'heart-to-heart' idea, taking the possible customer entirely into my confidence and trying to explain my proposition to him in such a way that he feels what we have to offer is more valuable to him than the money he has to pay for it.

"The first letter (page 333) is what we call our second follow-up letter and is sent out about thirty days after the original offer is made. In looking over our records, I find that without any question this letter has brought better returns for the money expended than any proposition we ever put out.

"The other letter (page 337) was an appeal for quick payment of money due on old accounts. We collected thousands of dollars from the use of this letter and without the use of a premium of any sort. I simply took advantage of the fact that we had suffered a severe loss by fire some time previous to the date of this letter, and we were building a new factory which necessitated a large outlay of cash. To sum the whole thing up I told our customers the truth and obtained far greater results than from any other methods of collection used.

"In connection with this letter I also want to state that what you might call commercial license has been taken so far as the grammatical construction is concerned. Remember that we are dealing entirely with

the farming class and further than that, with the small stock raiser, and people of this class require, to my mind at least, a different sort of solicitation than do farmers who are more interested in diversified farming."

§70 The letter on page 338 is highly imaginative and seems to depend almost entirely upon creating desire by this method and then leaving the reader to act without explicit suggestion. The offer to ship on approval is depended on as the clincher, the final paragraph being too formal to stir the prospect to action otherwise. It is, however, one of the most productive letters ever used by this firm and brought excellent returns.

§71 The nine letters, pages 339 to 348 inclusive, were contributed by Mr. T. W. LeQuatte with the following comments:

"No. 37 (page 339) is sent to advertisers who are using other papers. It is not intended or expected that it will bring an immediate reply. I have never found it profitable to attempt to make an advertiser decide for or against our publication with one letter, but have started this correspondence with the view to carrying on an educational campaign which will culminate in an order. You will note that there is very little said in any of these letters about an order. My aim has been to educate the advertiser to the point where the order will come voluntarily and as a result of his own deliberate judgment rather than to force him by any brilliant and swiftly moving campaign to use our publication either against his judgment or without a full knowledge of what he is doing.

"No. 56 and No. 66 (pages 340 and 341) are intended for the advertiser who has been confining himself to a restricted campaign in a small territory or to the advertiser who does not feel able to pay our rate, but who is

using a combination of other publications that cost more and reach fewer farmers.

"No. 64 (page 342) was originally written to answer a man who questioned the quality of our circulation and has since been used as a matter of general information.

"No. 63 (page 343) is a sort of final effort to get a reply and is successful in more than 85 percent of the cases. It is sent anywhere from the third to the fortieth or fiftieth letter, depending altogether on the circumstances. Whenever I am ready to call for a show down I use that.

"No. 59 (page 344) is intended to overcome possible criticisms that may have been aroused in the mind of any man because of anything that we may have said in any previous letter, and to impress the advertiser with the fact that we are not knocking anybody else, but that we are giving him the plain, unvarnished facts from time to time because he is entitled to them.

"The fact that our business has more than doubled in the last three years is not, in my opinion, so definite an endorsement of our plan of getting the business as is the fact that most of the advertisers who begin to use our paper continue to use it from year to year. In other words, by avoiding the hothouse method of sprouting a desire or a willingness to try our paper and by sticking to the educational method of developing actual and definite knowledge which results in an order, we are not only getting the business but we are keeping it."

§72 The two letters, pages 350 and 351, were contributed by Mr. Louis W. Wiley as examples of some of the letters that

have been notably successful in getting advertisers to use his paper.

§73 Mr. S. R. McKelvie contributed the letters on pages 352, 353, and 354 as three which were unusually good producers of business. The one "Pigs is Pigs" produced a single order of \$436.80.

§74 Eight letters, pages 355 to 368 inclusive, were contributed by Mr. A. D. Bishop, concerning which he says:

"For five years past similar letters have been sent out each month. It is difficult to determine just which of these sixty or more that have been issued produced the best results.

"We simply know that they have attracted considerable attention and no doubt have contributed somewhat in extending the name of our paper. We have within the past four years spent nothing for advertising purposes save the publication and distribution of these letters."

§75 The eight letters, pages 369 to 378 inclusive, are commented on by Mr. E. Wallace Brainard as follows:

"The purpose of these letters was to attract attention, arouse interest, stimulate desire, and, by their constant dripping, sell advertising space.

"I have found them all very valuable in developing a business friendship by correspondence and hence gaining an advertiser's confidence likewise in time secures his advertising."

§76 On pages 379, 380, and 381 are three letters contributed by Mr. Joseph W. Hill as samples of some that have produced very good returns in soliciting advertising for directories.

§77 The letter on page 382 has brought forth many favorable comments from advertisers and has been the means of increas-

ing the sale of advertising space in the farm paper which used it. It shows a knowledge of the statistics of farming and this implies an equally correct understanding of farming itself, therefore a paper in which subscribers have confidence and consequently a valuable paper in which to advertise. It also shows prosperity of the farmer, a condition favorable to the liberal expenditure of money on advertising in farm journals.

§78 On pages 383, 384, and 385 are three letters contributed by Elbert Hubbard on which he makes the following comments:

"I have used these letters with great advantage and benefit. However, I would not recommend any one else to follow the general style of these too closely.

"The fact is that every business is a sort of individual problem, and while these letters brought me big returns, business men who deal in staples might consider the missives a trifle frivolous."

§79 The letter on page 386 gets down to business without any unnecessary words in the first paragraph. The second paragraph tends to overcome the objection of any who might be prejudiced in favor of other mediums than the class mentioned, thus avoiding any antagonism at the start. The remainder of the letter is devoted to argument and is closed with an offer to explain an interest-arousing proposition assumed to be new to the reader.

§80 On pages 387, 388, 389, and 390 are four letters used by trade journals to sell advertising space. They open from the reader's point of view and are straight-selling talk throughout. The first two close with a strong bid for action, the others take the attitude of mere fertilizers for more vigorous suggestions to follow.

§81 Mr. John Horace Lytle has contributed the four letters on pages 391, 392, 393, and 394 as letters that were especially

productive in securing subscriptions for a magazine. The first letter gets the attention at the start by introducing some man well known to the class of readers to whom it was sent. This method seldom fails to get attention and interest, especially when it is backed up by something substantial as it is in this case. The second letter is based on the principle of arousing the curiosity to the point of ordering on the strength of a general statement, the postscript, of course, making a special offer that is no small part of its purpose. The remaining two letters feature special offers. In these cases the effectiveness of the letters lies in the sales plans rather than in the writing of the letters themselves.

§82 Mr. A. L. Pelton has contributed four letters, pages 395 to 401, as the form letters which have stood up above all others in point of returns. He says:

"Two of these are get-the-money letters; two are on approval offers.

"With letter No. 1 (page 395) there went a fourpage descriptive circular, on the front of which were the hands holding out the book, with same wording in display as in under the cut on letterhead; the order coupon also had the cut on the left side of it.

"Letter No. 2 (page 396) sold books in good shape.

"Letter No. 3 (page 397) was sent out immediately after the close of the Boston Advertising Convention, and went to delegates who attended the convention.

"Letter No. 4 (page 399) was sent to 4,500 members of the various advertising clubs, with special commendations from advertising men. One 'highbrow' said it was a 'rotten' letter, too long, and all that. A dozen other advertising managers said it was a masterpiece. And as it took out \$2,500 worth of

books, we will give it the benefit of the doubt and say that from a business-getting viewpoint it was not absolutely a failure."

§83 The four letters, pages 402, 403, 404, and 405, were contributed by Mr. John Irving Romer and are letters that have been productive of good results and many favorable comments. The easy conversational style carries the reader along almost unawares and is conducive to a state of mind that lends itself readily to confidence and suggestion. Mr. Romer modestly says that they are not model letters, but it is certain that their good qualities far outweigh those of many letters that have been held up to us as models.

§84 On pages 406, 408, and 410 are three letters used by the Curtis Publishing Company. They are studies in merchandising from the manufacturer's point of view and should inspire confidence in the ability of these publishers to help him with his problems. They dwell more on trade conditions and arguments and less on the publications themselves than most publishers' letters and it is undoubtedly this feature that places them in the list of productive sales letters.

§85 On page 412 is a letter contributed by Mr. B. H. Tichnor, Jr. It was first sent to dealers with excellent results, and afterward was used by a number of retailers. One book store sent it out to a list of 2,000 and it sold over 10 percent of them direct by mail. It is a strong human-interest letter, makes a forceful appeal to sympathy and imagination, and is remarkably well adapted to the proposition it has to offer.

§86 The letters on pages 413 to 426 inclusive were contributed by Mr. L. C. Ball and commented on as follows:

"Our follow-up letters are designed to conform to the following 'Ideal,' evolved jointly by the Sales and Mail Order departments.

"I want my Selling Talk to be a Service Talk, that will be worth my customer's time whether or not he buys my goods.

"I want it to tell the Truth.

"To be a perfectly human statement of the Service I can give.

"To show in simple, plain, business language, 'You can use my goods.'

"To treat my proposition as a purely business matter and handle it in a businesslike way.

"To use Wit only with Wisdom.

"To treat every man's attention as his business property, not to be secured by dishonest means.

"To convince and persuade Me just as I hope to convince and persuade my Customer.

"To make my Customer see my Proposition more than myself.

"To make the Merit of my Goods so clear that my Customer will want to buy.

"It is for This I am working.

"Our follow-up is directed especially to business and professional men, and it is necessary for each letter to make a general statement as to the value of our proposition, which will seem to be a specific one to everyone who receives it. To generalize is fatal because every man is ready to say that his business, his personality, his problems are different from everyone's else.

"The letter keyed 'N/A' is designed to develop inquiries from general lists and accompanies a little booklet.

"The letter keyed 'AS/A' accompanies our Sheldon Book, sent in response to inquiries and is followed

within two days by the 'PR-6' letter containing the application blank with testimonials.

"The letter keyed 'AS/I-3' is the last of a series of eight, and has pulled its share of the business produced by the follow-up, although accompanied by no enclosures with the exception of an enrollment blank and a small motto card.

"The letter keyed 'AS/D-3' was designed to take the place of 'AS/D-2' which was very efficient in killing business—for reasons I have not taken time to analyze—I suppose that it hasn't the appeal to heart and logic which the 'AS/D-3' has. This letter is getting the business.

"You may consider all the letters of our follow-up to be more or less alike, but I aim to present the arguments from several different standpoints in the course of the follow-up. In any event the letter keyed 'AS/F-3' is one that failed and I am substituting for it the letter keyed 'AS/F-4.'

"The letter keyed 'AS/H-3' is one that failed.

"'AS/H-4' is pulling where all previous letters trying to make this point have failed.

"Summing up the reasons for the failure of the two letters, 'AS/D-2' and 'AS/F-3,' I should say that on an educational proposition it doesn't pay to appeal merely to reason, judgment, and intellect—there must also be an appeal to the heart side or feelings, if real results are to be expected. As to the reason for the failure of 'AS/H-3' I don't think any one would have to puzzle very long to see the reason why.

"The letter keyed 'LCB/BJ' is being sent with a little booklet entitled 'The Man Who Bossed Johnson' and is pulling more than 5 percent of leads on old lists.

It is entirely different to the 'N/A' letter in its appeal, although it is for the same purpose."

§87 The four letters on pages 427, 428, 429, and 430 are commented on by Mr. Hugo Parton as follows:

"These letters are sent out to a selected list of men in the larger cities. We make the lists ourselves, choosing the more substantial men in all walks of life. Our proposition is a difficult one to write form letters about because we have no specific article which we are trying to sell to one class of men, who, by their business, we know to be in the market for such a thing.

"We are trying, out of a clear sky, to interest a man in his health and the betterment of it. We are dealing, not with an article, but with an idea. We have to make these letters unusual, and interesting enough to get the man to read in the first place; appealing enough to get the man to return, for further information, the postcard we enclose.

"Furthermore we have to be very chary of talking about exercise, because most men think they know all about exercise. So we are trying to interest a man in a thing we scarce dare to mention by name until we are given opportunity to explain fully. We are trying to interest the best class of men in the country and it is essential to make our letters catchy; it is also essential to have them in no way cheap.

"In view of these facts we feel that our letters have been very successful, as some of them bring 20 percent of replies."

§88 On page 431 is a letter that was very productive of results for a boys' camp. The appeal was made to physicians to encourage boys in whom they were especially interested to go to

a small camp whose advantages were such as to make it especially adapted to boys liable to be under the physician's care. The letter is not written from the point of view that would interest a parent as there is no appeal to the heart side. It takes the practical viewpoint of the physician and results proved that this was the correct one.

§89 The two letters, pages 432 and 434, were contributed by Mr. D. Arthur Bowman and commented on as follows:

"To create a desire one must first establish a prestige. To do this latter it is not only necessary to have character, personality, and straightforwardness (NOT flippancy) in the investment banking house letters, but a degree of helpfulness and suggestive information which will form in the mind of the prospect a concrete picture.

"Summing up, the first point to be established is the matter of confidence. After that has been gained, the facilities of the house should be briefly explained. This spells service. Finally, distinct offerings of securities may be made, which means the exposition of opportunity. These three steps properly taken, success should follow."

§90 On pages 435 to 441 inclusive are five letters that have done effective work for a large trust company in selling securities. The stationery and all details were of the highest quality, which is an unquestionable advantage in this class of business.

§91 On pages 442, 443, 444, and 445 are four letters that were used for advertising safe deposit boxes, and which brought them many new patrons. The first letter opens with the news-value paragraph. Not general news but of interest to a selected list to whom the letters were sent. The second letter is a little stronger in its tone and the sentence paragraphing increases

the emphasis of each statement. The third letter opens with a general statement and leads up to the argument. The fourth letter opens with a comparison, which is often very effective.

§92 On pages 446, 447, and 448 are three letters that were used by a brokerage house and which proved to be rather above the ordinary in returns. Each used postcard enclosures to facilitate further inquiry.

§93 The letter on page 449 was used by a brokerage house and was unusually productive. There was a very high percentage of the cards returned and the sales from these inquiries were highly satisfactory. It has the tone of inside information without saying it in so many words and from that point of view would appeal to the investor.

§94 Four letters, pages 450 to 453, that were used in raising money for the celebration of a city's anniversary were contributed by Mr. George H. Cooper. He comments on them as follows:

"I think these letters have brought more results than any I have ever used. I raised \$10,650 without leaving my desk except for a few hours to gather up a few little amounts that I could get that way."

§95 The letter on page 454 was contributed by Mr. D. M. Grover and commented on by him as follows:

"My aim was to bring out two facts: First, that mutual insurance was something which was not new to the citizens of Iowa and which furnishes sound indemnity; second, it was economical. It brought a high average of results."

§96 The three letters on pages 455, 456, and 457 were used to promote business for a concern producing duplicate form letters. They brought excellent results. They are of the cleverly written type, depending on sales argument rather than any specific plan

for trying out the service. On pages 458 to 462 are five more letters of the same type as the three above, and which also were good producers.

The three letters on pages 463, 464, and 465 were used for promoting a mail order service. The first letter aims to create sufficient interest for an interview, the others have specific trial service to offer. These letters proved the most effective of their kind ever used and brought 54 orders from a total list of 362 names that were not selected, the total amount of business being \$1,893.31.

The five letters on pages 466 to 470 inclusive brought results which were unusually satisfactory. Many complimentary expressions were received by the printing company from prospects to whom they were sent and requests for a series of follow-ups of this "ginger" type were constantly coming in. A large increase in the volume of their business was the direct result of this series.

§97 The four letters on pages 471, 473, 474, and 475 were used by an engraving house with unusually good results from each letter. The letter on page 471 has received a great deal of severe criticism, but was one of the biggest business-pulling letters ever used by this house.

§98 On pages 476, 477, and 478 are three letters contributed by Mr. H. Arthur Engleman of London, and which were used by him in an English advertising campaign. These letters were used to follow up inquiries produced by advertising in class publications. The campaign was highly successful and orders were produced at a very low cost.

§99 The two letters on pages 479 and 480 were contributed by Mr. Herbert J. A. Reid of London. These were used to follow up inquiries from magazine advertising. A hand book was sent immediately in response to the inquiry and then the letters were posted at intervals of two weeks. The two letters here

shown have been the most successful of any used in this campaign. They have brought hundreds of comments on their advertising merits from recipients in America. Their strength probably lies in their personal and confidential tone as these qualities would naturally appeal in a proposition of this nature. §100 On pages 481 to 486 are six letters contributed by Mr. Stanley F. Talbot of London, as examples of big business pullers used by him in England.

Page 481. A follow-up letter used by the pioneers of facsimile letters in London. It proved most effective and brought a large number of inquiries and opened many dormant accounts.

Page 482. A letter used by the same firm to create interest in their process of "Offset" Lithography, and this also proved a winner of business.

Page 483. This letter was sent only to those people who were likely to be interested in reaching the British golfers and brought forth much profitable business.

Page 484. This letter proved perhaps the most resultant of the lot, the postcard which accompanied it making it easy to reply to, and from the total number of firms approached in this way, 20 percent sent in an inquiry.

Page 485. A letter sent out by a London firm of tailors and which brought a large number of replies.

Page 486. A letter which was used in a mail order proposition to introduce a new line of cocoa. Although long, it opens attractively and should be read right through by the recipient. §101 The letter on page 487 was contributed by Mr. Charles E. Dawson of London, as the most successful of any he has ever written. It is rather long but well connected. The two postscripts are unique and breaks make the letter seem easier to read, which is always an advantage in a long letter.

Blackman-Ross Company Advertising



SET IN BOOKMAN OLDSTYLE AND BOOKMAN IFALIC VERSATILE ORNMENT AMERICAN TYPE FOUNDERS COMPANY

No. 10 EAST 33rd STREET

New York City

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Very truly yours,

Successful Advertising Ideas



Business Bringing Literature

O. H. BLACKMAN F. J. ROSS

F. J. HERMES J K. FRASER

Blackman-Ross Company

No. 10 East Thirty-Third Street

NEW YORK CITY

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AMERICAN TYPE FOUNDERS COMPARE

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BLACKMAN-ROSS COMPANY ADVERTISING

10 EAST 33rd STREET NEW YORK CITY

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BLACKMAN-ROSS COMPANY

MAKERS OF MODERN

dvertising

O. H. BLACKMAN F. J. ROSS J. K. FRASER F. J. HERMES

No. 10 East 33rd Street

New York City

SET IN BOOKMAN OLOSTYLE AND CLOISTER BLACK MISSAL INITIAL HAPGOOD FLORET AMERICAN TYPE FOUNDERS COMPANY

§1 [127]



Dated (

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

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We have no immediate and the mile.

A graduation to the

BLACKMAN-ROSS COMPANY



SET IN PABLE OLOSTYLE AND PABSE ITALIC PABSE BORDER - VERSATILE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

10 East Thirty-Third Street New York City

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[130]

-1.-

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§1 [131]

BLACKMAN-ROSS COMPANY - Advertising

NUMBER 10 EAST 33RD STREET , NEW YORK CITY

SET IN MEMBERS OF THE BODONI FAMILY - HENICAN TYPE FOUNDERS COMPANY

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Dear . r:-
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[132]

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§1 [1.3.3]



BLACKMAN-ROSS Co.

O. H. Blackm J. K. Fraser F. J. Hormes Original and Advertising



SET IN NEW ASSON AND NEW CASSON (TALIC STRATHMORE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

10 East 33rd Street New York City

Do .r Sir:-

Advertising is a good to special to Filly - nothing last.

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The sufficiency of product. Good office surgement is desired.

"List in well or the mr advertising?"

Nort: " there is a callities? To what extent will they at a subset

Differ it is a servicilt along different lines. One feet to the services of the left of the entries of the services, and subjecting staffs.

Such an Annual type and the holds individuals of marked ability.

Put, in the cold of that kind, the not creative world for the cold of the staff of the typeid will be a fitter.

of the classes, and the solvertial goal or has plancing to be Side and the company.

Every charact in our effice has the direct attention of cval, or of the sound on who make up this group.

The a level all here been repeatedly drawn into many of the big at alvertising problems in the country.

It is have held accountive positions decanding that the term in these positions was are an important accounting. It is now given wholly to advertisers.

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bell: "
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§1 [135]

and had of the second-largest copy department in the country.

Consistence advertising by creating the Sapolio "Spotless " \sim " and \sim 1 lets a vertex himself of a of the most formiful guaranting that the business has seen.

Our, finding a most to Prasidential campaign, handled the magnification party.

The results from a natured insight into the whole marks () gives less.

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If he mades of our orastiva group have is the next been not a made as a safety once or alreading theory.

Too often maler in are asked to preach a glowing story of functs altervising results.

The releasen who is worth his salt wor't ended vague through. If free he tolke, he believes. Before he colleves, he at lies his commet at se. Rosy advertising hopes offer him little sound help.

[136]

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§1

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[138] §1

BLACKMAN-ROSS COMPANY



PAMPHLETS AND BOOKLETS NEATLY DESIGNED AND ILLUSTRATED

Dummies Prepared



NUMBER TEN EAST THIRTY-THIRD STREET

NEW YORK CITY

SET IN MEMBERS OF THE CHELTENHAM FAMILY.
VERSATILE ORNAMENTS LITHOTONE BRASS BULL
AMERICAN TYPE FOUNDERS COMPANY.

Dear Cir:-

As real accordance in the stead of the Stead of a Company, we have a weight of the stead of the statistics.

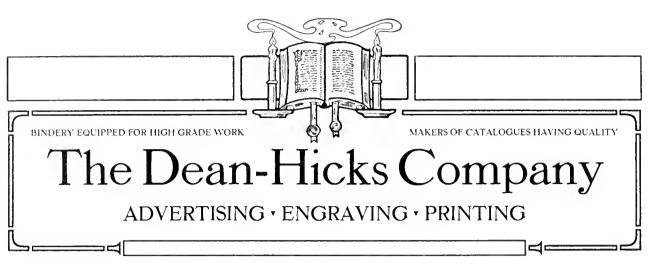
To prove a calble of the lings even the position Mr. ** * * * , Add the billion of the a Standard Oil de happ, was kind a more so volunteen the full ming statement:

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"You also at like may so were this lister in the are row sou so I list."

Very truly gours,



Grand Rapids, Mich.

IN STRATHMORE OLDSTYLE - VERSATILE ORNAMENT - SCHULL ORNAMENTS

Are we right and do you want to start something? Sincerely yours,

[140] §2

TELEPHONES TRI STATE CENTER 1188 NORTHWESTERN NICOLLET 288

THE MAC MARTIN ADVERTISING CO.

OF MINNEAPOLIS

OFFICES, 1020 SECURITY BANK BUILDING

SET IN CAMBRIDGE SERIES THE M. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

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Dear Cir:-

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§**3** {141}

OFFICES
Number
Ten Twenty
Security Bank
Building

The MAC MARTIN ADVERTISING COMPANY of MINNEAPOLIS

TELEPHONES
Tri-State
Center 1188
Northwestern
Nicollet 288

חר

SET IN DELLA ROBBIA - MONOTONE BORDER

Dear Sir: -

Just at this tile, when you are reliable all fast twelve months and making plans for increase of the record and world this office has accumulated may not be of a locate you.

Even if you do not use any of our particular products I will be glad to furnish you, free of charge, any data or suggestions which my company in its eight particular of experience has acquired.

We have found that, no matter how much or now little advertising one expects to do, a definite plant for at least one year in advance often elimination of matter and greatly increases efficiency.

May I take this opportunity to thank you for favors you have shown me in the past and add by word to the many wishes you are receiving for a Happy and Prosporous New Year.

Cordially yours,

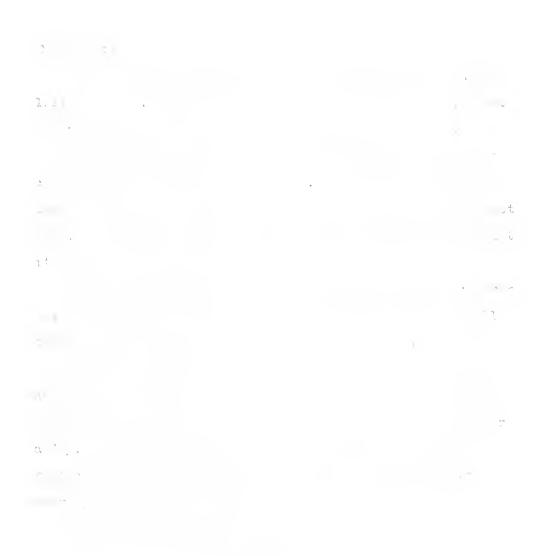
[142]

PHILADE LPHIA 300 Chestnut Street NEW YORK Fifth Avenue Building BOSTON Old South Building CHICAGO 105 So. La Salle Street CLEVELLAND 1006 Euclid Avenue

N. W. AYER & SON ADVERTISING

PHILADELPHIA

SET IN BULFINCH OLDSTYLE
AMERICAN TYPE FOUNDERS COMPANY



§4 [143]

Mills M. Hawkinz

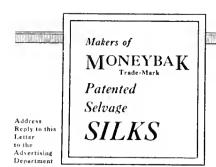
L'AMBUT C. J. Don.

1313 Balblan Banking

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[144]

§**5**



York Silk Manufacturing Co

ADVERTISING DEPARTMENT

York, Pennsylvania

SET IN NEW CASION AND NEW CASION ITALIC CHAP BOOK BURDER LIBIAR BORDER NO 2 PUBLIC PRINTING CO., BOSTON, MASS

Dear Sir:-

I Will be a second of the second

you why to the term of the term of

YORK SILK MANUFACTURING CO.

Manufacturers of the Famous Money Bark Patented Selvage SILKS

. MEMBERS OF THE CHELTENHAM FAMILY

YORK, PENNSYLVANIA

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[146] §6

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York Silk Manufacturing Company

MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN BOLD FEN PRINT AND PEN PRIN

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[148] §6

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§6 [149]

York Silk Manufacturing Company

MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

TO NOTE OF A CO., TYLE BUT ON A ROLL FOR

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Dear Sir: -
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Patented Stl
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[150] §6

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The York Silk Manufacturing Co.



Advertising Department

York, Pa.

SET IN HEARST AND HEARST ITALIC - MEARST INITIALS POOLE PRINTING CO., BOSTON, MASS.

1 ... the second of the second

The solling belos will follow at once.

XX tall ta at (1.10, or both.

Yours truly,

YORK SILK MANUFACTURING CO.



MAKER OF MONEYBAK PATENTED SILKS



WE ARE THE SOLE MANUFACTURERS OF THIS CELEBRATED MONEYBAK SILK

SALESROOM: 83-85-87 GRAND STREET, NEW YORK 🔻 ADVERTISING DEPARTMENT: YORK, PENNSYLVANIA

SET IN CENTURY EXHANDED - JENT BY BORDLE STRATHMORE ORNAMENTS POOLE PRINTING TO LIBERTON MANS

York, Penn.

Dear Sir: -

I emplose a copy of or a fill write late of any the various tenver and will be a find the * * * * * Silks are made.

These prices are subject to . disrount of 6/10/00 days extra.

Each dealer salling for the first solines a copy by mail and our rales so one of sufficient to these cap surface tions in those orders.

then you by the A.C. of A. A. Miller, it as much advantage by well as if what the come of A. C. o.

The robbill police pince for the fire one black are not relyentised brentar district and the second of the cities as low a price of the control of the fire of the control.

We have to coll the in Table 1 to Table 1.

The \$15 7915, 13.18 119

As a triple let be not proved the standard of the work XX 27 inch to 16 has at 1.00 at

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§6 [153]

The York Silk Manufacturing Company

MAKERS OF

PATENTED SELVAGE SILKS

Advertising Department

York, Pa.

SET IN CONDENSED LITHO

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Doar Sir:-
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Por a start to edate a since or other the 27 inch

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                              Yours tiuly,
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[154]

YORK SILK MANUFACTURING COMPANY

MANUFACTURERS OF

PATENTED SELVAGE SILKS

York, Penn'a

SET IN CHEETFMHAM OUTURNED CONDINGED. NEWSTAICH BUNDER. POOLE PHINTING CO., BOSTON, MASS

Dear Sir:-

We help you sell the " " " " " Silks through your total dressackers.

How many are there in .. . Lui cty?

Po they all deal at your to the

They will if you sell the ... * * * Silks.

Why?

Simply becomes we halte it offer tile for the energy

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Sellin : Helps :	Signification of the significant
	Druss after propositions, 18. s To n

[156] §6

York Silk Manufacturing Company

MAKER OF MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN SHAW TEXT, RECUT CASLON AND NEW CASLON POOLE PRINTING CO., BOSTON, MASS.

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Dear Sir:-
                                                 Your compatitors nely # 1 to oil out # 2 *
 Silks.
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§6 [157]

When one get year using your arguments to convious and are not they are protty certain to convince the solves of the force of their ewn eloquence and your proofs.

See how it works out.

A rotatley in fir South used our solling helps to such good often lage that his competitor couldn't stand it any lenger.

He "hollered."

Soil lie can taffata silks were the poor of any silk manufactured, who was a for any other made.

Rend his advertisement which the delighted of the agent sent us.

Just the group of the computation of the first second of the condition of the computation and the best he even had.

Shore, too, that our selling helps do help.

Thomall halp you.

If you would us your order for immediate or future delivery of party, you'll be sure of pecuring the agency and we will got to work on your salling helps.

Yours truly.

[158]

The York Silk Manufacturing Company

MONEYBAK Patented SILKS

Advertising Department

YORK, PA.

POOLE PRINTING DOL, BOSTON, MASS

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Dear C 7:
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[159]

Year to re and re.

The i recaion was ins.

The second of the plant pass from sell to the type of turall, then of the second Silk.

You can't hold it.

So, too, with the total who buy at your and

They will assume which of " \circ " \circ " \circ " in then they are noting to buy, sleep will went.

This will be profitable to you for all re sons.

Piret, you will sell here silk than you to now.

Second, your increased profit resulting introductions cales.

These, your obscurred has well placed and will send another.

Tourth, gran stars will maintain its engulation for carrying the last in every limit.

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The tipe of the companion will take the various so that we can get to with an year surelepso only of the with an year surelepso only of the will be halps.

Yours truly,

[160]

§6

York Silk Manufacturing Co.



MONEYBAK PATENTED Silks

Salesroom: 83-85-87 GRAND STREET, NEW YORK CITY 🦟 🦟 ADVERTISING DEPARTMENT, YORK, PA.

York, Pa.

SET BY THE PUOLE PRINTING COMPANY BOSTON, MASS,

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Description

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§6 [161]

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TO 112 0 177

YORK SILK MANUFACTURING COMPANY

MAKER OF MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SIT IN MEMBERS OF THE CHELTENHAM FAMILY AND BOXHEAD GOTHIC P . LE PRINT No. CO., BOSICN, MASS

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Dear Sir:-
SIL's.
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in this : :
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§6 [163]

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[164]

York Silk Manufacturing Co.

SALESROOM 83-85-87 Grand Street New York MAKERS OF THE WORLD FAMOUS

MONEYBAK PATENTED SILKS

Advertising Department York, Pa.

SET IN WINCHELL AND CONDENSED WINCHELL AMERICAN TYPE FOUNDERS COMPANY

York, Pa.

Dear Cir: ti da shiata . Y bathan. quimina 2 2 3 4 in to T Win in it t. . . tro: this ! - - !! . It's y we said and a graph of the "count 11.",

[165]

THE YORK SILK MANUFACTURING CO.

MAKERS OF

MONEYBAK Trade-Mark PATENTED SELVAGE

SILKS

Advertising Department

York, Penn.

SET IN DELLA RORBIA - DELLA ROBBIA ORNAMENT. POOLE PRINTING CO., BOSTON, MASS

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Dear Sir:
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      11.12
production
these Times
They have literal little that for an extent the domain an analysis coresting.
      We'll help you sell it as me do for other. .
                                Yours truly,
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[166] §6

YORK SILK MANUFACTURING CO.

MAKERS OF

SALESROOM 83-85-87 GRAND STREET NEW YORK

TRADE MARK

ADVERTISING DEPARTMENT YORK, PENN.

PATENTED SELVAGE

SILKS

SET IN HEAVY COPPERPLATE GOTHIG AN COPPERPLATE GOTHIG BOLD AMERICAN TO SE FOUNDERS GOMPANY

YORK, PENN.

Dear Sir:-A western firm 72 1 Us: "That does the 4 a ... had considerable at the have decided in the considerable at the constant of th nearly as was fills for the more set in teatre, a localing results." Good! at the same complication of along. Post thitie rot " -I wont to easie'. it mosas to proper interest Rend the trols of It should be a coupon to the third be a That mees you agency. ulie hand and it. Silk that brown 4 / wear." That's older, in a la Suppose on of more a dress pattern of goes wrong. She should by all mone: return to coupon.

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i or ol is the f. . I will in 'y your custo 1 . di ur eash that you ! cause it is any unitie ! --01. having and it come . again. have le number of at your . Your anted up confidence i these sill agency for y

[168]

The York Silk Manufacturing Co.

MAKERS OF

SALESROOMS 83-85-87 GRAND ST. NEW YORK MONEYBAK

PATENTED SELVAGE

SILKS

ADVERTISING DEPARTMENT YORK, PA.

York, Pa.

SET IN CRAWFORD AND CRAWFORD ITALIC THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

§6 [169]

THE YORK SILK MANUFACTURING COMPANY

· · MAKERS OF · ·

SALESROOMS .
83-85-87 GRAND STREET
NEW YORK

MONEYBAK PATENTED SELVAGE SILKS

MANUFACTORY

120-124 EASTERN AVENUE

YORK, PA.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

YORK, PA.,

Dear Sir:-

When will you take the agency for the * * * * * Silks?

Wo'd like to get you started as soon as possible so that you will get more profit out of your silk sales.

You needn't take full pieces if you feel that you don't want such a large stock.

We'll cut half pieces if that will accommodate you.

Our idea is not to sell you a lot of silk and then let you get rid of it the best you can.

Not at all.

We know the wonderful possibilities in the * * * * * time and are willing to spend a considerable amount to enable you to get the silk started in your vicinity.

That's fair, isn't it?

Consider this matter carefully.

We are helping hundreds of merchants in small towns to increase their silk business and we can do the same for you.

For instance, of our agents, 35 are in towns under one thousand population; 78 in towns between one and two thousand; 106 in towns between two and three thousand; 131 in towns between three and four thousand, and 69 in towns between four and five thousand.

The small town merchants are doing as well proportionately with the * * * * * Silks as the large city retailers and we want you to get as much benefit from our co-operative efforts as they do.

Suppose you take the agency at once and let us send you a piece or say a half piece each of the 27 inch * * * XX taffeta at \$1.05 or the 34 inch * * * * * XX taffeta at \$1.22\frac{1}{2}.

These amounts will enable you to prove to your satisfaction that it will pay you to work with us.

Yours truly,

[170]

PARRY MANUFACTURING COMPANY

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

ADDRESS ALL LETTERS TO PARRY MFG. CO., INDIANAPOLIS

S C PARRY PRESIDENT

THE LARGEST CARRIAGE FACTORY
IN THE WORLD

A M PARRY SECRETARY

INDIANAPOLIS, IND., U.S. A.

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Mr. Brown, who calls on the Massachusetts trade, feels that in pursuing your sales activities, you cannot a ford to overlook the features which have nade the 1911 * * * * * * line the hardest hitting and most liberal money-making proposition now before the vehicle dealer. He suggests the following undodgeable reasons why.

First - Light, neat and substantial gear work. Lighter axle caps than heretofore. Swedged axles.

Second - Improved top work. Smarter styles. Better material.

Third - Tasteful and durable painting and finishing.

Fourth - All upholstery material two ounces heavier than last year.

Fifth - Painstaking care in the matter of crating.

Sixth - Faithful and effective co-operation in the sale of the work and promotion of mutual interests.

Seventh - Dispatch in executing orders.

The * * * * * * line for 1911 is the very line you're going to need. It meets your wants, maintains your custom and makes you money. It is the line that stands out preeminently in Massachusetts to-day because of its peculiar adaptability to the specific trade requirements, and Mr. Brown is convinced that you are the logical dealer in Boston to handle it.

Yours truly,

S. C. PARRY, PRES. E. R. PARRA, VICE-PRES. L. D. GUPPIN, TREAS T. H. PARRY, ORNEL SUPP A. M. PARRY, SEC.

PARRY MANUFACTURING COMPANY

BUGGIES SURREYS PHAETONS DRIVING WAGONS SPRING WAGONS DELIVERY WAGONS CARTS

ADDRESS AT LETTERS TO PARRY MIG. CO., INDIANAPOLIS THE LARGEST CARRIAGE FACTORY
18 THE WORLD

INDIANAPOLIS, IND., U.S.A.

SET IN CARD MERCANTILE AND MERCANTILE AMERICAN TYPE FOUNDERS COMPANY

[172] §7

Parry Manufacturing Co. BUGGIES, PHAETONS SURREYS, DRIVING WAGONS Carriages



Largest Carriage Factory in the World

Vehicles of all Kinds

BOOFMAN OLDSTYLE AND BOOKMAN ITALIC VERSATILE ORNAMENT - FRENCH CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

Indianapolis, Ind., U.S.A.

§7 [173]

Parry Manufacturing Company

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

8. C. PARRY, PRESIDENT
E. R. PARRY, VICE-PRESIDENT
L. D. GUFTIN, THEASURER
T. H. PARRY, GROWNL SUPPT
A. M. PARRY, GROWNTARY

Indianapolis, Ind., U.S. A.

SET IN ENGRAVERS OLD ENGLISH BOLD AND ENGRAVERS BOLD AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

If you want an assured sale for the work you handle -

If it is to have points that will instantly commend it to your trade -

If you want to honestly feel that the work you are selling possesses real merit and embodies advantages that your competitor can't offer -

Weigh these 1912 * * * * * features.

First - Stylish round-cornered bodies - either steel or wood - no extra charge.

Second - Snappy auto seats - both twin and triple effects.

Third - Full wrought gears on "A" and "B" grades.

Fourth - Improved painting - the kind that lasts.

Fifth - Honest values in delivery wagons.

If you want to dominate the vehicle business in (town) - if you really want your patrons to have the very last penny's worth for their money - if you care for absolute fortification against competition - think these things over carefully, gentlemen.

Yours truly,

Parry Manufacturing Company

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

S. C. PARRY, PRESIDENT
E. R. PARRY, VICE-PRESIDENT
L. D. GUFFIN, TREASURER
T. H. PARRY, GEN'L SUP'T
A. M. PARRY, SECRETARY

Indianapolis, Ind., U.S.A.

SET IN TYPO UPRIGHT BOLD AND TYPO GOTHIC AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"It's the little things in life that count" - likewise in buggies.

In many fixed essentials buggies don't vary much. There are certain lines and proportions that are observed more or less carefully by all builders. The real difference lies mainly in the care that is given to details. A top may be made from the very finest of leather and fully equipped, but if it hasn't the right "pitch" - as the trimmers say - or if any part of the appointment is out of harmony, the top is a failure.

A buggy is judged not so much by the length of the body, the color of the gear, or whether the top is full leather or part rubber. The things that unconsciously mould the customer's opinion are often the minute details - the way the dash is braced, whether it is padded or plain, whether the fifth wheel is really wrought or merely malleable, whether there are good steel springs in the cushion, etc.

If you've been making the mistake of looking upon these things as trifles, reform right now. Adopt a rigid standard regarding the work you buy, and then measure our 1912 line by that standard.

It'll be interesting!

Yours truly.

S. C. PARRY, PRESIDENT E. R. PARRY, VICE-PRESIDENT

PARRY MANUFACTURING COMPANY

THE LARGEST CARRIAGE FACTORY IN THE WORLD

BUGGIES, SURREYS, PHAETONS, DRIVING WAGONS

SPRING WACONS, DELIVERY WAGONS AND CARTS
INDIANAPOLIS, IND., U. S. A.

SET IN BOSTON GOTHIC AND LINING GOTHIC THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

PARRY MANUFACTURING COMPANY

BUGGIES SURREYS PHAETONS DRIVING WAGONS SPRING WAGONS DELIVERY WAGONS CARTS

ADDRESS ALL LETTERS TO PARRY MFG. CO. INDIANAPOLIS THE LARGEST CARRIAGE FACTORY
IN THE WORLD

INDIANAPOLIS, IND., U.S.A.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

§7 [177]

International Harvester Company of America

(Incorporated)

General Offices at Chicago, U.S. A.

Champion Deering McCormick Milwankee Plano

BET IN MEMBERS OF THE LITHO FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

You can't do very much with 2 cents nowadays, especially in some directions. In these times of excessively high prices it wouldn't buy much food, but 2 cents spent in a certain way will do more than you realize.

Spent in hired men's wages, 2 cents would get you practically nothing. Supposing you had a chance, however, to get a hired man who would--

Grind 6 bushels of corn for 2 cents

Pump 3,000 gallons of water for 2 cents

Cut 1 1/2 tons of ensilage for 2 cents

Shell 40 bushels of corn for 2 cents

Separate 800 pounds of milk for 2 cents

Run your spraying outfit for a couple

of hours for 2 cents--

you would jump at the chance to get this man, wouldn't you?

We are offering you one now. An I H C gasoline engine
will do these things at a cost of 2 cents for fuel. Can
you get an equal amount of work done by any other means
for the same money?

This is because each tiny drop of gasoline is an ocean of energy, and an I H C gasoline engine transforms more of

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this energy into actual, useful work than any other engine built.

We might mention more about the actual economy of operating an I H C engine, but there are other important things to be considered. There is the release from the worries of the uncertain hired help problem. Isn't it worth something to have an absolutely dependable power at your command day or night, summer or winter, in-doors or out-of-doors--a power that will work for you this year and for years to come?

It will cut short the time you now spend over many a hard, disagreeable, unprofitable task, and give you more time for leisure and pleasure.

An I H C engine is one of the most potent factors making for a better, easier and more profitable farm life.

We have an attractive engine catalogue reserved for you. It describes the I H C line fully. Wouldn't you like to look at it? Say the word and we will cheerfully send it.

Yours truly,

Illinois Watch Company

High Grade Time-Pieces Springfield

SET IN TYPO SHADED - LINEAR BORDER NO 2 AMERICAN TYPE FOUNDERS COMPANY

[180]

§9 [181]

Illinois Match Company

HIGH GRADE TIME PIECES Springfield

SET IN COPPERPLATE GOTHIC AND WEDDING TEXT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Why sell the best watches and use imitation materials in repairing them?

Your reputation is as much at stake in the one transaction as in the other.

Why not be genuine all through?

Genuine materials are standard in size and quality.

They are interchangeable and when you replace a damaged part with new material from the factory the watch is of the same high quality as before.

This is not the case when imitation materials are used. They are not standard and the quality is open to question. Besides, they cause you more trouble and annoyance than you save in the difference in cost.

Why not increase your satisfaction and get better prices for your watch work by using the genuine materials when repairing * * * * * * Watches?

Your material jobber can supply you with these whenever needed or if you prefer you can make your selection from the catalogue we are mailing you and send your order direct to the factory where we are splendidly equipped to serve you promptly.

Yours very truly,

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Tampshire Paper Company

South Hadley Falls . Massachusetts

Fine Stationery Bepartment

SET IN CLOISTER BLAGE MISSAL INITIALS STALIAN BANDS CHAP BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY Bateb g

þ

Dear Sir:-

It is your problem to produce printed matter capable of conveying your ideas or arguments to others without loss in the transmission.

Rare wine from a tin cup would lose its charm. Telling thoughts delivered by a poor orator lose their effectiveness. In all times influence has been just as potent as argument.

That * * * * * Bond Covers will help to influence those who read your arguments has been pretty definitely settled - still that is left to your judgment.

When a man buys a page of magazine space the circulation governs the price. When a man buys printing and paper, too often nothing governs the price but the price itself.

It is what a piece of printed matter does, not what it costs, that establishes its true value.

If you decide to use * * * * * Bond Cover and your printer seems to have any difficulty in securing it, will you kindly write us.

Yours very truly,

ampshire aper ompany MANUFACTURERS OF THE CELEBRATED OLD HAMPSHIRE BOND

S. B. GRIFFIN, Pres. W D. JUDD, Treas.

South Hadley Falls, Mass.

SET IN DELLA ROBBIA DELLA ROBBIA DORDER LITHOTONE BRASS RULE STRATHMORE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

[184] §10

Hampshire Paper Company

FINE STATIONERY DEPARTMENT



South Hadley Falls, Mass.

ET IN STRATHMORE CLOSTYLE - GRAY BORDER NO. 2 MERICAN TIPE FOUNDERS COMPANY

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§10 [185]

Burroughs Adding Machine Co.

CABLE ADDRESS: "BURAD" DETROIT, "ADDITIVE" LONDON THE WESTERN UNION, LIEBERS, AND PRIVATE CODES USED THE MACHINE WHICH INSURES CORRECT ACCOUNTING HAS SAVED ITS USERS MANY THOUSANDS OF DOLLARS

General Offices and Factory:
Detroit, Michigan, U.S.A.

BET IN HEMBERS OF THE RODON) FAMILY BORTON BRETON CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

Da. Bir:-

" the ling Short Cuts" is a new book about costs a rat'. Fro. to you if you want it.

It is a practical book because the thirgs in it come for a concerns who are keeping costs in all lines of business.

Fig. 3 of ours really wrote it for us; users of * * * * * *

1. Does, who have worked out simple time and labor saving way of knowing the vital facts about their business.

That's why we want you to have a copy. You'll be sure to find help in it from the "other fellow" who has found some short cut. And, if you have no cost system now, you will be a good idea of what a simple same system of cost known, can do for you.

Each of the 192 pages of the book tell how the * * * * cate the cost of keeping costs. Frankly, that's why it pays us to print so expensive a book and to mail it without cost to you.

Will you send for it on this post-card?

To-day?

Yours truly,

BURROUGHS ADDING MACHINE COMPANY

GENERAL OFFICES AND FACTORY

CABLE ADDRESS
"BURAD" DETROIT
"ADDITIVE" LONDON

DETROIT, MICHIGAN, U.S. A.

WESTERN UNION, LIEBERS.

SET IN BLAIR AND LIGHT LITHO

Dear Sir:-

Should now field by the state of the state o

We will very much open sinte your larren no under the enclosed stamped cover.

Yours very truly,

§11 [187]





Lemoco Quality Paint Products JOBBERS OF OILS, ROOFINGS, GLASS, BRUSHES AND SUPPLIES



LELAND MOORE, President and Treasurer

W. H. MIXSON, Vice-President

R. S. WHALEY, Solicitor

E. H. McIVER, Secretary

SET IN MEMBERS OF THE CHELTENHAM FAMILY - CAST SQUARES STRATHMORE ORNAMENTS - MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPART

Charlestown, S.C.

2012 12:20

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the man de comments

RUBBER ROOFINGS

OILS

GREASES

LADIERS

ROFES

DRUSHES

and a lot of other things besides.

This sett are made the same day the order gots here in all of the public of the fact ought to interest you, as you plot by a lifety you got when you want it - not later on.

Till you ramadac us the next time please?

Very truly,

This Coline to Mist in Coline to Thomax is cars?

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Eskay's Albumenized Food

NOURISHES FROM INFANCY TO OLD AGE, THE IDEAL FOOD FOR INVALIDS

DEPARTMENT Smith, Kline & French Company

No. 429-435 ARCH STREET

Philadelphia, Pa.

SET IN MEMBERS OF THE BODONI FAMILY POOLE PRINTING CO., BOSTON, MASS.

Deal :-	
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§13

Eskay's Albumenized Food

DEPARTMENT SMITH, KLINE & FRENCH CO., CANAL AND POPLAR STREETS, PHILADELPHIA, PA.

TET IN AND EXSTER BOLDER PINCLE PRINTING CO. 875TON, MASS

1 .7 " .:

Dated 7

rince with your request we send by this rail a * * * * * Food for trial, and fuel co. fig. t. · Trierce will be as satisfactory as others have I relients of * * * * * * Food are confined in to give the prepartion of a feel and very the teacher of the feet O thi clue is rejected. * FOLD LUST BY DOLLED. This is no more This of water, which every contract in infect feeding been a line, y is so limite to contain in a thin. The

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* * * Food costs you about one-holf to make of the sole by draggists in Trial 3 to ts, the Large Side 75 cents and To the te

is recinte the receipt of a letter from you given it a thorough trial.

Yours truly,

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ESKAY'S ALBUMENIZED FOOD

The Food That Nourishes from Infancy to Old Age The Ideal Food for Infants, Invalids and Dyspeptics Smith, Kline & French Co.

SET IN CENTURY OLDSTYLE BOLD OLD ENGLISH BORDER

429:35 Arch Street Philadelphia, Pa.

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Dear Jamen:
                for tile, and feel confidence of a series 
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Yours very truly,

Eskay's Albumenized Food

DEPARTMENT

SMITH, KLINE & FRENCH COMPANY CANAL AND POPLAR STREETS

Philadelphia, Pa.

SET IN TYPO UPRIGHT BOLD AND TYPO GOTHIC AMERICAN TYPE FOUNDERS COMPANY

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G c hear from you we remain,
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Yours truly,

Everwear Hosiery Compa Agricums in Aliaman (1984), amagilalaman Allams, barragas as remputado de cuatri diregas salta, accar remputa.

FRED. M. HANSON, President

Milwaukee. Wis., U. S. A.

SET IN CONDENSED FOSTER AND CONDENSED WEBS LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

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* * * * * * Granuatrod Hosiory is THE HOSIERY OF THE PICILI.

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Very truly yours,

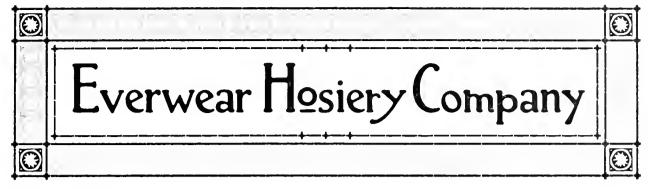
Everwear Hosiery Company

MILWAUKEE, WIS., U.S.A.

RET IN CHELTENHAM INLINE AND CHELTENHAM OLDSTYLE CONDENSED AMERICAN TYPE FOUNDERS COMPANY

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            Tear Img trate,
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Fred. M. Hanson, President Joseph Zens, Vice President Fred. Braun, Secretary and Treasurer

Milwaukee, Wis. U.S. A.

SET IN THE TANARE LEGIES TABARIA BORDEN AMERICAN TYPE FOUNDERS COMPINY

Dear Sir:-

Chicago has given the relaif tusiness would a correse and convincing demonstration of the value there is in the vertised brands.

The establishant of * * * * * has proved corcletively that the best lines of such adds, are advertised lines.

It night be additioned right here that all advorted dlines are not a bilines and so.

To return to our subject—the * * * * * store is to-day to a secret of research of research of the construction of the construc

Which his produce of the " $^{\circ}$ " * * * H stor, which has and the form of the constant of the standard $^{\circ}$.

Naturally with its one With a life Vil., Caroline Demont of Vil., Caroline Demont of Vil., Caroline and State of the Caroline State

the his * * * * * * * . - - - - is * * * * * * * * * * * * * tetter that the test of all all the Title like is a discount of the state of the state

Very truly yours,

Everwear Hosiery Company

Fred M. Hanson, Pres. Jos. Zens, Vice Pres. Fred Braun, Sec'y and Treas

MILWAUKEE, WIS.

N CHELTENHAM WIDE GRA BI ILER AMERICAN TYPE FOUNDERS CONPANY

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Dear wit:-
                                                                        15 end
, 1 :d
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[196] §14

Yours very truly,

EVERWEAR HOSIERY Co.

MILWAUKEE, WIS., U. S. A.

SET IN COMSTOCK AND MITCHELL

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Deti ouf:-
 1 1 6 - 1 1 . 1
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§**14** [197]

We B. F. GOODRICH COMPANY

Chicago Philadelphia Cleveland St. Louis Kansas City Minneapolis Indianapolis Pittsburg Mexico City MANUFACTURERS OF ALL KINDS OF THE HIGHEST GRADES OF

Rubber Goods

Our products are handled in New York, Buffalo and Boston by The B.F. Goodrich Co. of New York.

Agencies in Seattle and Portland

Akron, Ohio.

SET IN BOOKMAN OLDSTYLE CAST PANEL PIECES AMERICAN TYPE FOUNDERS COMPANY

CO-OPERATION.

Deur Sir:-

John at the sit is passed on to you and the ve to john to a, ideal the glarour of the voice of the self -

For right of a help has this would-be given of the opening of the rain the past?

Vive need the specific instances showing ry classifies intore to sixteness for the tactions of this would be foster brother?

In the resulficient evidence of absolute impartiality, good faith, good goods?

Poss the leopard clarge its spots?

A strict mean a realight. We have not a real all of a strict mean a realight. We have not a real all of bind of considering to offer. Cris is to the real of the time of the limit of the first from the house first the real of the time of the real of the real

Co-operation! It is a good thing. For a fit. We need it. But remother that for you it should be a string more than a requise, senething more than more shouting from the house-tops.

Old friends are best.

Yours truly.

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The B. F. Goodrich Company

CHICAGO INDIANAPOLIS CLEVELAND KANSAS CITY ST. LOUIS PHILADELPHIA PITTSBURGH MINNEAPOLIS

RUBBER GOODS

ADVERTISING DEPARTMENT

Our Products are also Handled in New York, Buffalo and Boston by The B. F. Goodrich Co. of New York, Detroit by The B. F. Goodrich Bubber Co.

SET IN NEW CASLON - HEAVY CASLON AND REGUT CASLON - ACME BORDER AMERICAN TYPE FOUNDERS COMPANY

Akron, Ohio

Dear Sir: -

It was too by the transfer of the purpose of the state of

His limit of his to the mighty therefore the mighty therefore the middle the meaning of the mean

It is the old the strong of our conditions, the strong of our conditions, the strong of that go takes.

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It is a for grant i--;

One good turn 1 7 - I... + * * * * * * Tires.

Yours v ry truly,

Columbia Phonograph Company

COLUMBIA GRAFONOLAS, DISC AND CYLINDER GRAPHOPHONES

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE



Cable Address "COLPHO" New York
Telephone Connection

SET IN CONDENSED WINDHELL STRATHHORE ORNAMENT BOSTON BRETUN CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

TRIBUNE BUILDING

New York City

Dear Ilr:-

The arth to sale is a fall-down

On the part of the man who wale it.

For he's supposed to be a salesman and he proves to be nothing bigger than a clerk.

There's a heap of difference.

Any respectable citizen can take orders.

It takes a salesman to sell goods.

The man who sees the customer coming while still a great way off, who meets him more than half way, treats him courtenusly, takes his order, hands him his change, and says "thank you" - call him a salection? Not by seven miles and back again. He may be a gentletten and a scholar and a good judge of clothes, but he's no more a salesman than his aunt's an uncle.

It is a salesman's business - and pleasure - to do exactly what the clerk does and then multiply it by two or four or six or a barrel-full, and do it while the customer waits.

And it isn't half as hard as it locks to the man who never tried it more than one consecutive time.

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When a man has been persuaded to the point of reaching down into a deep pocket for money, all the hard work is done. The demand is created, the advertising has taken effect, the store window has done its part, the goods have proved acceptable, you've made connections, you're gotton asquainted, you're on intimate speaking terms - and you have more goods and other goods to sell. If you let your ran go away without selling him more than he intended to buy, you are slipping up on your job almost every time.

Don't forget for a minute that whatever he may coy, the average man wants to be collected. Not pestered - but he likes to see that his patronage is as valuable as you know well enough it really is. Sometimes a customer will go home and realize with sumprise that he bought more than he intended to - but next time he forgets everything enough that he did get waited on and attended to and had his patronage asked for.

Double up your sales! You can do it just as easily as you can get a transfer on a trolley.

Yours truly,

§16 [201]

Stephen J. Wandfacturers of specialties Confections, Chocolate and Cocoa

Cable Address "Dragon"

411-421 RACE STREET

N. B. COR. LAWRENCE AND RACE STREETS

Philadelphia, Pa.

EET IN NEW CASION, NEW CASION ITALIC AND CASION TEXT FRENCH CAST SQUARES - ART TILE TINT FORMERS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You probably know how successful our sales agencies have been in your state. We are now establishing agencies in every town where we are not already represented and your store we believe is qualified to make a great success of the sale of * * * * * * Chocolates and Confections in your locality. We protect each agent. We supply our agents only with our packages, direct from the factory, by freight or express prepaid. We do not sell our packages to jobbers, thus we are able to protect our agents against competition and price cutting on our own goods.

As you know, this agency is very valuable because of the demand existing among the best people for * * * * * a demand that has increased tenfold within the last two years, and is still increasing.

Not only has our advertising in the leading magazines helped the sale of our packages everywhere, but our advertising by mail to the druggist's own customers and neighbors has built up business for our agents in a way that is very gratifying.

If you are interested in increasing your candy tradeand controlling it--we would like to hear from you. If we have judged correctly that you can take cars of the fine trade of your community we can offer you goods and service which, with the co-operation of our advertising department, will greatly increase your hold on this class of trade.

We must be represented in your locality as soon as possible and would thank you for a line by return mail on the enclosed postal letting us know if you are interested. If you are, we will send you full details of the " * * * * agency plan, prices and prints showing our packages in their true colors, samples of the advertising that has been so successful for our agents, etc.

Yours truly,

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Midland Glass and Paint Company Glass, Mirrors, Paints, Brushes

Frank W. Judsan, Secretary and Manager Eleventh and Howard Streets
Omaha, 97eb.,

BET IN TYPO UPRIGHT BOLO AMERICAN TYPE FOUNCERS COMPANY

Dear Sir:-

Our Mr. * * * * * * left with you an art glass catalogue the last time he visited * * * * * *. We want to keep in close touch with you on this particular line, for we feel that by working together on this subject we will be able to give better value in art glass than you have been able to obtain elsewhere.

Art glass, like any other article, changes in style, and the art glass to-day differs materially from the art glass of five years ago. We are prepared to carry out any color scheme or design to conform with the architecture of the house, a point that is worthy of your consideration.

The next time you have a particular job, wish you would let us figure on the art glass and give you the benefit of our experience in this line.

Yours truly,

Midland Glass and Paint Company

Glass, Mirrors, Paints, Brushes

Elebenth and Howard Streets Dmaha, Meb.,

SET IN CASLON TEXT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The enclosed booklet on plate glass gives you some information that may be of value to you at some later date. The best homes to-day are glazed with plate glass and the difference in the appearance of a house glazed with plate and ordinary window glass is surprising. The difference in cost is a small item when you consider the difference in appearance.

We are prepared to furnish plate glass in any size, shape or design at prices that will interest you. Send us your list when in the market. We will be very glad to quote you.

Yours truly,

[204] §18

idland Glass and Paint Company Glass, MIRRORS, PAINTS and BRUSHES of All Kinds

FRANK W. JUDSON, Secretary and Manager

Eleventh and Howard Streets
Omaha, Neb.

BET IN BODONI - DUTCH INITIAL

Dear Sir:-

'Tis to our mutual interest to discuss fully the proposition made by our Hr. * * * * * wherein he urged you to take up the sale of * * * * * paint and act as our distributor in Idaho Falls and vicinity.

We have made overtures to you, for we believe that you appreciate the superiority of * * * * * * paint and will make for us the best distributor. You will identify yourself with the most progressive line of paint on the market and we believe you will give us the best outlet as general western Distributor.

The paint story is a long story, but, briefly, it resolves itself into co-operation between the distributor and the manufacturer. The best brand of paint on the market unless projectly advertised will meet with a limited sale. For this reason we know that you appreciate the advantage and the benefits you will derive in identifying yourself with the best advertised line in the country. Mr. * * * * * * will go into details fully on the subject the next time he calls.

Yours truly,

THE LOWE BROTHERS COMPANY

PAINTMAKERS • VARNISHMAKERS COLORMAKERS DAYTON, O.

BET IN PURITAN BERIEB
THE H. C. HANSEN TYPE FOUNDRY
MOSTON AND NEW YORK

Dear Sir: -

The time for painting and repainting is fast approaching and you should read up on paints - so that you can talk intelligently with your painter. In doing this you will save PAINT MISTAKES and DOLLARS. The cost and quality of paint cannot be judged by seeing it in the can. It must be spread on the surface and then wait to see how long it will wear.

You need not take chances - on paint failures. Read our book, "Attractive Homes"; you will then get the best results at the least cost per years of wear. See houses in your city painted with "High Standard" Liquid Paint, then you can tell about the wearing and the colors. Most painters want you to know about paint and see homes which they have painted - you will then appreciate their work.

"HIGH STANDARD" Paint is best for the exterior of your house. It covers most, spreads farthest, wears best and costs less per number of years of wear. When it begins to show wear, after years of service, the surface will be in good condition for repainting - saving you money and trouble - a thing cheap paint will not do.

"MELLOTONE" is the durable, washable flat finish for walls, ceilings and woodwork of any room. It has sixteen tints "soft as the rainbow."

"VERNICOL STAIN - stains and varnishes at the same operation - excellent for floors, woodwork and furniture.

We also call your attention to our Concrete and Cement Coating, Elastic Cement Floor Finishes, Hard Drying Floor Paint, etc., for special uses.

Procure a copy of "Attractive Homes," with color cards, (free) and obtain your paint requirements from

Yours truly,

[206] §19

The Lowe Brothers Company

Paintmakers, Varnishmakers and Colormakers

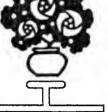
BOSTON

NEW YORK

CHICAGO

KANSAS CITY

DATTON



SET IN CHAUCER TEXT AND BEWICK ROMAN MONOTONE BORDER - MISSION TOY AMERICAN TYPE FOUNDERS COMPANY Dagton, **Ghio**

Dear Sir:-

The questions of preservation of materials in building, as well as those of boauty of finish, are now receiving more and more attention from Architects and Architectural Journals.

The problems are no longer simple or such as can be left for the last minute. That is why we as manufacturers have been studying structural and decorative problems and making long series of tests, the results of which are found in our products. These are specified and used by those who think of quality, for "High Standard" products are based wholly on quality - made to GIVE BEST RESULTS.

Among the paints, enamels, stains and varnishes that will interest you are -

Red Lead Metal Preservative, for structural iron work;
"High Standard" Liquid Paint, for exteriors and general
use:

Mellotone, an inside flat paint for walls, of unusual, durable quality; Sanitary, washable, fadeless; Has tints "Soft as the Rainbow";

Linduro, the highest class of enamel, unsurpassed by other American or European products;

Extra White Enamel, a clear white enamel of fine quality for interior use;

"Little Blue Flag" Varnish, a line of high quality varnishes for all purposes.

In addition, there is a special paint or stain for every purpose. The facts we offer, the assistance we give in the preparation of proper specifications, the assurance of satisfaction to yourself and your clients - make it worth your while, we believe, to consider our products.

SWEET'S INDEX, pages 1486-87, will give you many details. You can secure supplies for your elients through our agent.

Yours truly,

The Lowe Brothers Company



PAINTMAKERS and VARNISHMAKERS



DAYTON CHICAGO BOSTON KANSAS CITY

New York

BET IN CENTURY OLDSTYLE BOLD AND CENTURY OLDSTYLE BOLD ITALIC ART ORNAMENTS INLAND BURDER ND. 1241 AMERICAN TYPE FOUNDRIS COMPARY

Dear Sir:-

The analysis of the Building Managers' problems is most helpful --- such questions discussed at large -

- 1 Lighting the Office Building.
- 2 Rosairs and renewals.

3 The expense account of the landlord, and others are most interesting. However all of the slove problems are modified when you as a Euclding Manager become interest. Intel with our permanent, satisfactory and commonical flat finish -- "Mellotone" "soft as the rainbow tints," for walls, woodwork, and plastered, steel or concrete cailings.

It is already used in many of the finest office and apartment buildings in the country, and found in every instance to be most satisfactory and economical.

It has the soft, attractive appearance of water colors, with the durable, WASHAPLE, sanitary qualities of all paint. It is economical in first cost, and saves money by its long wear. The colors are beautiful and modifications of shedes are easily made, enabling you to adapt it to any scheme of decoration. It is easily put on and looks well at all times.

The enclosed color cards and circulars will tell you more about "Mellotone" and other paint products which are especially adapted to meet the needs of Building Managers.

Further information may be had, and orders filled through our local agent.

Yours respectfully.

P.S. "The Right Finish for Every Surface" is our handy reference booklet for Bldg. Wgrs. Sent on request.

[208] §19

The Lowe Brothers Company MANUFACTURERS AND DEALERS IN THE HIGHEST GRADES OF

The Lowe Paints and Varnishes Withstand All Kinds of Climate

Dayton Boston Kansas City Chicago

Paints and Varnishes

CAST SQUARES ARTITLE TINE FORMERS AMERICAN TYPE FOUNDERS COMPANY

New York City

ear Sir:-

Interior finish and decoration, whether in homes or public buildings, has come to be regarded not as a luxury, out as a necessity, for good colors on the walls, made of durable materials, mean confort, health and satisfaction. For this decoration all kinds of experiments have been and: in an effort to find sensthing that would be a practical reprovement upon wall recor, recognized to-day as unsanitary and temporary.

MRUNCTONR mants the requirements of decoration. It is a limid paint, not holocolas or water paint. It gives the soft, restful finite that every louseholder wants, with all the permittent, satisfary, washable qualities of an oil raint.

MILLION IT colors and tinte are attractive, but may be changed, as desired, by the une of White or other colors.

PINIOTORE is dustriand especially for interior decoration on stable callings, a collabork, concrete or plastored walls. It is intended for the home, for public schools, public brildings, hospitals, libraries, etc. It may be washed or cleant without injury.

Our own tests of METLOTONE in comparison with other

§19

goods of a similar nature and flat lead paint made by hand from lead and turpentine, have convinced us and others that our product stands unequaled upon the market to-day in hiding power, uniformity of covering, smoothness, convenience, and beauty of finish, as well as in spreading capacity and serviceability.

By reason of its unusual spreading capacity MELLOTONE proves most economical for the user because fewer gallons are required to do a certain piece of work and to do it properly. When properly applied on a surface in fit condition to receive paint, MELLOTONE will cover from 250 to 400 sq. ft. per gallon, two coats, and 500 to 700 sq. ft. per gallon, one coat, depending upon the hardness and smoothness of the walls. It naturally follows that MELLOTONE is economical in first cost, and its greater durability makes it even more economical in final cost.

MELLOTONE is popular with painter and user alike because of its easy working qualities and its satisfactory results. Will you not look into this matter more fully and consult

Yours truly,

THE LOWE BROTHERS COMPANY

PAINTMAKERS ▼ VARNISHMAKERS COLORMAKERS

DAYTON, OHIO

BET IN HERIORTYPE AMERICAN TYPE FOUNDERS COMPART

Dear Sir:-

Mr. * * * * * *, one of the best known and most honored painters of the country, recently said before the Ohio Master House Painters:

A number of years back I was forced to the conclusion that something must be done to improve on the results that I was receiving from the use of carbonate of lead (white lead) as a single base pigment. With all the care I could exercise, results were unsatisfactory. I was confronted with chalking and rapid discoloration, the latter caused by the use of bituminous coal, sulphurous gases and other local conditions incident to a great manufacturing city and its environments.

Mr. * * * * * only voices what many painters are realizing - that conditions of wear have changed and that a good paint like * * * * * "High Standard," made to give best results for the painter as well as the householder, is a boon to good workmen, for it makes money and reputation alike.

Based upon the recognition of White Lead of the highest quality as essential to good paint, and of the fact that properly reinforced it will form the base of a paint that will meet all requirements, "High Standard" Paint has proved its right to the complete confidence of painters.

Will you permit our agents to tell you more about these products? They can show you results and we can help you over the hard places that are so numerous in these days.

Yours truly,

THE LOWE BROTHERS COMPANY PAINTMAKERS - VARNISHMAKERS

DAYTON

BOSTON

NEW YORK

CHICAGO

KANSAS CITY

SET IN ECOONE BOLD AND BODDNE BOOK VERSATILE ORNAMENTS

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1 DISCR PICT - is a variable print which the head. It is made in 10 culors, all rec-

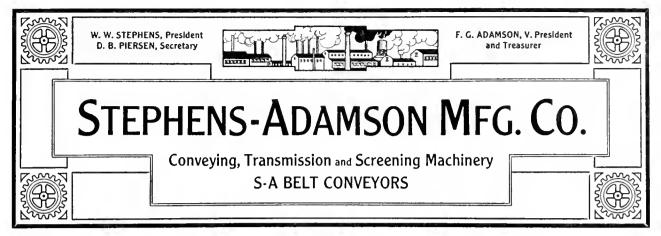
1 PINT - is a genuine line of oil paint to satisfaction when used on lains and

1.11 If is very popular for preserving wagons and the very low cost.

then it is reclicate ero put up in small on a in order to end to produce the control of a all work and a new procured to produce in the colors and information from our local agent.

Yours truly,

[212] §19



AURORA CHICAGO NEW YORK

Main Office and Works
Aurora, Illinois

SET IN CLEARFACE GOTHIC - INDUSTRIAL ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Materials a large factor in the contents I operation of your glass plant. You will, therefore, to interested in the labor-saving equipment, which the Pazel Atlas Glass Company installed in their Clarksburg Flant. We played a large part in the decign of this squipment, and have phalished a description of the same in the "Lobor Savat" for January, which is being sent you unler separate cover.

If you are interested in corveying equipment of the nature, we shall be glad to have our Fig. Ler's at part and study your requirements. We have had equally makes a line ence in the design of labor-saving raphity for lass plants, and if we can be of such service to y u, we trust that you will not hesit to to call upon us.

We shall also be placeful to place your . The in the regular mailing list of the "Leber Saver," if you what it is sent without charge to the larger concerns interacted in this line of Machinery.

Trusting that we may have the pleasure of a relly, are

Yours very truly,

§20 [213]

The Michigan Stove Company

Cable Address: "MICHSTOVE"
Western Union Code

MANUFACTURERS OF THE CELEBRATED

The World's Best

"Garland" Stoves and Ranges

LARGEST AND MOST WIDELY KNOWN MANUFACTURERS OF HIGH GRADE STOVES AND RANGES IN THE WORLD

SET IN MEMBERS OF THE CLEARFACE FAMILY STRAND BORDER

Detroit, Mich.

Dear Sir: -

We take pleasure in forwarding to you descriptive stove literature and our booklet entitled "The Only Safe Way to Buy Stoves and Ranges."

When you have read this interesting story, we believe you will realize that the disadvantages of buying stoves by mail order far outweigh any seeming advantages. You will realize that, in the end, it pays in cash, convenience, and satisfaction to buy stoves from your local dealer.

We are particularly anxious that you see our * * * * * * Stoves, Heaters and Ranges before you make a selection. No matter what style you wish you will find it in the * * * * * 1 line and you can be certain of permanent satisfaction and reasonable prices.

Our dealer * * * * * will be pleased to show you anything in our line and explain the many valuable advantages and exclusive features of the * * * * * construction. You will find an excellent assortment of all styles.

Won't you please call just as soon as you can and look at them?

You need feel under no obligation to buy. Simply go and look at them. If you can not get just what you want in quality, style, and price, don't choose a * * * * * *. You will be nothing out for making an investigation.

On the other hand, if your dealer shows you a * * * * * * Stove or Range that suits you, you may depend upon it that he will extend to you every accommodation that the most liberal mail order house would. He will do some things for you that mail order houses can't do. He will deliver your stove polished and clean. If you do not live too far from his store, he will haul it to your house and set it up for you free of charge. And he will give you a guarantee, not of 30 days satisfaction, but of permanent satisfaction.

Trusting this may be of help to you in selecting the best stove for your needs, we are,

Yours faithfully,

[214] §21

Largest Makers of Stoves and Ranges in the World Cable Address: "MICHSTOVE"
Western Union Code

The Michigan Stove Company

DETROIT

"Garland" Stoves and Ranges

CHICAGO

SET IN POST MONOTONE NO. 2 CAST SQUARES MONOTONE BORDER ADOUT AMERICAN TYPE POUNDERS COMPANY

Detroit

Dear Sir: -

One reason why people waste so much money on stoves is that they pay too little attention to the stove when they buy it. They think too much about the price.

"Oh, a stove is a stove - doesn't make much difference where you buy it or what you pay - they're all alike" - that is the way people often talk.

As a matter of fact, there is just as much difference in stoves as there is in people. And just as it pays you to have staunch, reliable friends, so it pays to have dependable stoves.

How can anybody figure that it is economy to buy cheap stoves? The low price is in itself most certain proof that it won't last long.

Since we must have stoves all our lives, why not buy good ones in the first place? In the end it costs less - and it means a lot of time and trouble saved not to have to buy a new stove every few years.

How can you tell a good stove? By its looks? No! By 30 days free trial? No! There is but one - and only one way to know you are getting full value for your stove money.

§21 [215]

That way is, - BUY A STOVE OF ESTABLISHED REPORTION. Then you take no risks.

If you buy a * * * * * * Stove or Range there is not a change on earth but what the service it gives you will more than justify the price you have paid.

We could never have built up the biggest stove factory and business in the world had not * * * * * * Stoven and Ranges given satisfaction in the fullest seles of the world. The hillians of * * * * * Stoves have all gaven collapse tion!

All you need to KFOW you are getting the tract in Stone value is to go to the * * * * * d then in , in town and new for a * * * * * *.

It is the casicot, quickest and most easily thank to get stove patiagration - and, in the end YOU'LL SANDER IN A BY IT.

Your local * * * * * dealer will sature you cary reasonable accountation.

Why not call on him to-day, pick out the store you want, have it delivered, polished and set up for you, and be enjoying the conforts and satisfaction it brings?

Yours faithfully,

[216] §21

DIRECTORS

CHAS G. CRADDOCK EDWARD F. SHEFFEY PAUL C. EDMUNDS GEORGE MAHON T. M. TERRY A. P. CRADDOCK JOHN W. CRADDOCK

BET BY THE POOLE PRINTING COMPANY BOSTON, MASS,

Craddock-Terry Company W W. BROWN J. B. STRDUD

MANUFACTURERS OF

"Long Wear Shoes"

"LONG WEAR SHOES" WEAR LONGER

Lynchburg, Va.

ADVISORY BOARD

WALTER CARRINGTON GEORGE HAUGH ALBERT L. NOELL J. M. DUNWODY WM. C. GDODE

[217] **§22**

[218]

L. ADLER, BROTHERS & CO.

MAKERS OF

ADLER CLOTHES

ROCHESTER, N.Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MANS.

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§23 [219]

L. ADLER, BROTHERS & Co.

MAKERS OF

ADLER ROCHESTER CLOTHES

ROCHESTER, N. Y.

MET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

[220] §23

DETROIT STOVE WORKS

LARGEST STOVE PLANT IN THE WORLD

SET IN MITCHELL AMERICAN TYPE FOUNDERS COMPANY DETROIT

§**24** [221]

DETROIT STOVE WORKS

LARGEST STOVE PLANT IN THE WORLD

WE ARE THE SOLE MANUFACTURERS OF THE CELEBRATED

We Lead the World in Ranges

Jewel Stoves and Ranges

Western Offices: 2921-2933 LA SALLE ST., CHICAGO. Works: 1320-1360 JEFFERSON AVE., DETROIT

SET IN SCOTCH ROMAN FRENCH CA T SQUARE ART TILE TINT C. RMERS AMERICAN SYDE ECUNDERS C. IMPART

Detroit, Mich.

[222] §24

SEAMANS & COBB CO.

IMPORTERS · MANUFACTURERS CONVERTERS

174-180 LINCOLN STREET BOSTON

SET IN BUFFALO OUTLINE AND STRATFORD THE H. C. MANSEN TYPE FOUNDRY BOSTON AND NEW YORK

D -

§25

[223]

Seamans & Cobb Co.

No. 174-180 LINCOLN STREET

Boston,

SET IN HEAVY CAULON AND NEW CASSON ITRUCE FOILE FRINTING CO., BUSTON, MASS

[224] §25

NEW YORK PHILADELPHIA ROCHESTER ST. LOUIS CINCINNATI LOUISVILLE

Seamans & Cobb Company

Importers, Manufacturers, Converters

Cable Address, "Seaco Boston"

No. 174-180 Lincoln Street

Boston, Mass.

SET IN BODONI ITALIC FILLE FRINING CO. BOSTON, MASS.

§**25** [225]

SEAMANS & COBB CO.

Importers, Manufacturers and Converters

NO. 174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS

T IN HEMBERS OF THE CHELTENHAM FAMILY

MERGE ORNAMENTS

F PRINTING FO ROSTON, MANS

[226]



No. 174-180 LINCOLN STREET BOSTON,

SET IN CLEARFACE GOTHIC CAST SQUARES FRENCH CAST SQUARES POOLE PRINTING CO., BOSTON, MASS.

Door Six:-

§**25** [227]

SEAMANS & COBB CO. Importers, Manufacturers, Converters

Number 174-180 Lincoln Street BOSTON, MASS.

SET IN MEMBERS OF THE CHELTENHAM FAMILY VERSATILE BORDER
POOLE PRINTING CO., BOSTON, MASS.

> **§25** [228]

SEAMANS & COBB CO.

Importers - Manufacturers - Converters

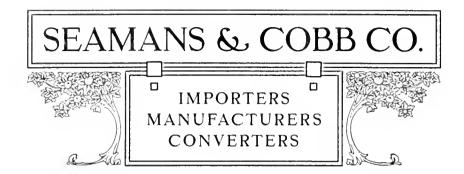
174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS



SET IN FOUTER AND INCENSE. F. TER VERSATILE LEVANENT - CHAP BOOK BUILDONS AMERICAN TYPE FOUNDERS COMPANY

Dated [

§25 [229]



SET A STRATHMORE JSTYLE STRATHMORE ORNAMENTS AMENICAN TYPE FOUNDERS COMPANY

174-180 LINCOLN STREET
BOSTON

[230] §25



0

SEAMANS & COBB CO. Importers • Manufacturers • Converters





Dated

SET IN CLEARFACE BOLD— CAST SQUARES
STRATHMORE ORNAMENTS— CHAP BOOK QUIDONS
AMERICAN TYPE FOUNDERS COMPANY

G.m'l ..:-С t V. (U ſ. L

§25

SEAMANS & COBB COMPANY

Importers, Manufacturers, Converters

SET IN MEMBERS OF THE TENNER FAMILY SCHOOL URBANGATS

No. 174-180 Lincoln Street Boston, Mass.

[232] §25

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§25 [233]



174-180 Lincoln Street Boston,

SET IN PABSE CLOSTYLE AND PABSE CLOSTYLE ITALIC VERSATILE ORNAMENTS BROCKTON I

Dear Sir:-

A leading periodical recently refused a certain large manufacturer's advertising business. They refused to run his copy because they said it was misleading, that it dealt largely in exaggeration, and that should they give it publicity they would become a partner with the manufacturer in fooling the public.

The manufacturer claims that this isn't true, that his goods possess all the merit he can claim for them, and that while they may be played up somewhat strong in his ads, that this, nevertheless, is simply a little advertising license which is perfectly legitimate, and to which all manufacturers are entitled.

As to the merits of this particular case we know nothing. For aught we know, one of these parties may be doing the other a great injustice. Perhaps the publisher is wholly right, perhaps the manufacturer. The chances are, however, that right and wrong prevail to a degree on both sides.

The point we wish to make is, that this very controversy is one of the encouraging commercial signs of the times.

Exploitation ought not, need not, in order to be successful, depend upon exaggeration. For instance, we could write a book filled with adjectives extolling the virtues of

We simply say, however, that it is not a silk thread, that it is used in many places as a substitute for silk thread, and where used, few can tell on the finished product whether it is silk or not, that it will wear as well or better than silk, and that it costs you 75% less than silk.

That is the whole story. We want to send you samples and quote prices.

Please use card inclosed.

Very truly yours,

§25 [234]

SET IN CENTURY OLDSTYLE BOLD
THREE POINT BORDER MONOTONE BORDER CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated [

1

Gentlemen: -

A man, a big man, at least when gauged by the modern and our now generally accepted size standards, a man of affairs, ripe in years and full of experience, remarked this in our hearing the other day, "Take it from me, honosty in business is a lost art."

We were sorry to hear him say it because he was too big a man to be puckered up with an idea so small, sorry also because we could not agree with him, and like the rest of mankind, we always dislike to hear a man boisterously shout any opinion which runs contrary to our own.

We are right glad, too, that we do not agree with the aforesaid gentleman, because being in business and dealing as we must with business men, we still have, thank goodness, quite some faith left in ourselves and in them, and when we lose it, as this man evidently has, we trust we may also lose at the same time, the art of breathing as well.

We had no idea of writing the above when we started in, but it was on our mind and we had to get rid of it.

We have consumed so much space in writing and so much of your time in reading something we did not intend to say, that we shall be obliged to make the really essential part of this letter, the message itself, very short and perhaps, too, that will please you just as well.

We never take your time and our own in calling particular attention to a * * * * * * unless there is something about it that is particularly good, a something that makes it better than ordinary * * * * * *.

Believing you might think us naturally prejudiced in favor of our own goods, we enclose order blank, respectfully asking you to send us an order, a sample order if you please, because we know it will please you.

Yours very respectfully,

[235]

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FILING DEVICES AND SUPPLIES

SET IN CASEON TEST AND RECUT LAGEON.
AMERICAN TYPE FOUNDERS LEMPANY

Muskegon, Mich.

HIS IT SILVED TOU

Dear Sir: -

If you saw an employed throwing fifty-east is the out of the window, you would be "jarred," to say the last.

But you will say: "It con't happen." No, not in just this way, but are you quite sure that - as second and in-utes represent dollars and can'ts - you are not looing were than the equivalent in time because some particular part of your office work is not handled in the most office; a ver?

In one case, the loss would be quickly (strated and instantly stopped, but in the other, the leads ight go on unchecked for weeks, or months - over yours. Think IT CVER.

"Seientific Hanagement in the Colline," a little bucklet we have just issued, points out a few possibilities along this line and shows some of the different channels through which time slips away, business is lest and memory vected.

If you would like a copy at vill to scut, with our compliments, upon return of the postal enclosed.

IT PAYS TO INVESTIGATE.

Yours truly,

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THE SHAW-WALKER CO.

FILING DEVICES AND SUPPLIES

CABLE ADDRESS, "Shawwalk," Muskegon

Muskegon

SET IN CLEARFACE GOTHIC GUADRUPLE CAST SQUARES

T . TO THE IT

Dear Sir: -

There you to lear, on order, an impulse, or any office much have the little.

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SMALL-GRAIN DISTILLING CO.

INCORPORATED

OLD WHISKEYS EXCLUSIVELY

LOUISVILLE, KY.

SET IN COMSTOCK, LIGHT COPPERPLATE GOTHIC AND LIGHT COPPERPLATE GOTHIC EXTENDED AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

As harmless as a custard pie - as potent as the summer sun - with an aroma that would smooth the wrinkled brow of an Egyptian mummy - that's * * * * * fourteen years old.

What would you not give for an opportunity to get on speaking terms with a Nectar that grows two smiles where there was only a grouch before. Better as a medicine or a wrinkle chaser than the pills of any M.D.

We are offering this perfect Kentucky lubricant to the elect few who differentiate whiskies solely on the basis of merit. The return of enclosed postal will be construed as your order.

Respectfully yours,

Special Offices in Leading Cities Everywhere



Pawman and Erbe Manufacturing Co.

Makers of Filing Cabinets and Supplies of First Quality

Rochester, N. Y.

SET IN CLOISTER BLACK, RECUT CASLON, RECUT CASLON ITALIC VERSATILE DRINAMENT - LINEAR BORDER NO. 2 - SIX POINT BORDER POOLE PRINTING CO., BOSTON, MASS.

Dear Madam: -

We recently received a very interesting letter from a lady in Northern Ohio expressing her frank opinion about our Card Index Recipe Outfit.

Note what she says:

"I received the recipe outfit all right and I like it so much. It is such a great convenience to select the recipe I want and hang it up before me while I am engaged in preparing the dish. Really, it is so handy and unique that I often wonder how I ever got along without it.

"Be sure and let me know when you issue your supplemental sets of recipes. I want every one."

This lady is only one of hundreds who are being daily benefited by using one of our clever outfits.

The fundamental idea back of these outfits is right; each separate piece of recipe information is on a separate index card, so that it can be handled and filed distinct from all other recipes.

More than anything else, these outfits are BUSINESS-LIKE - just as the enclosed folder explains.

Mrs. Kirk's long experience in studying and teaching Domestic Science qualifies her pre-eminently to prepare these recipes.

So that in providing these splendid recipes in such tasteful and handy shape, we feel that we have rendered a distinct service to the housewives of the country.

Which one of the outfits do you prefer? Your order will have our careful and immediate attention.

Yours truly,

§**28** [239]

DIRECTORS

PHILIP H YAWMAN
President

FREDERICK WAGNER
Vice President

CARL F. LOMB
Vice President

FRANCIS J. YAWMAN
Secretary

GUSTAV ERBE
Treas. and Gen. Mgr.
CHARLES SLEMIN
Sales Manager

MORITZ WIESNER
Superintendent

FREDERICK G. ERBE
Ass't Supt.

Yawman and Erbe Manufacturing Co.

First Quality Filing Cabinets and Supplies

SPECIAL AGENCIES LOCATED IN THE LEADING CITIES EVERYWHERE

FILING EQUIPMENT STORES NEW YORK CHICAGO WASHINGTON PHILADEL PHIA BOSTON PITTSBURG SAN FRANCISCO ST. LOUIS CLEVELAND LOS ANGELES

CANADA
TORONTO
MONTREAL
OTTAWA
WINNIPEG
VANCOUVER

Cable Address" Shannon, Rochester"
Western Union Code

Rochester, N.Y.

SET IN MEMBERS OF THE CLEARFACE FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

Yes, this is a form letter, but it is doubledly worth the thirty seconds it will take you to read it!

In going through the advertising scotion of November * * * * * * I noted and road your ad carefully.

I am plumps interested in reading what our meighbors in the magazines have to say, just as I would be interested in our neighbors were we all to move into a big office building.

Our advertisement in November * * * * * fustured a new System of filtry that will prove of wital interest to every business and the descript over. I am taking the liberty of enclosing har, ith a folder which describes that System in detail. If it's filtry department in your office is not under your juricalisation, will you kindly hand this letter and circular to the amoper person? He, or she, will see at a glance that this * * * * System is a great saver of time and money.

I am enchasing raturn card, so that anybody in your organization who may be interested in this new System, which we are going to harmor hard in the magazines from now on, may secure advance information right away.

Yours very truly,

[240] §28

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE and FILING CABINETS 1029-1081 WOODWARD AVENUE DETROIT, MICH.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

Can you put your disjon of fact the series of a tinstantly?

To your filling spate a series a time of the respond quickly a decrease to the first the formula then desir he are telled as the first out that a ground the you make?

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§**29** [241]

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE AND FILING CABINETS

DETROIT, MICHIGAN.

SET IN AUTHORS ROMAN WIDE SERIES BARNHART BROTHERS & SPINDLER, TYPE FOUNDERS.

Dear Sir:-

Does your filing system ever go on a strike?

Does it ever refuse to give up instantly the information that you know it holds?

Unless your filing devices minimize the moves necessary in transacting and recording business they make you a victim and not a master of details.

Your valuable papers and records must not only be safe, but must be instantly available in order to facilitate and accelerate the despatch of business.

Our cabinets are built for usefulness and you can select and arrange a cabinet to suit your exact requirements, and not have to adjust your requirements to suit the cabinet.

The enclosed card filled out and mailed to us will bring information helpful to you.

Yours very truly,

MANUFACTURERS PAPER COMPANY





FACTORY SITUATED AT CAMBRIDGE, MASSACHUSETTS

SET IN MEMBERS OF THE BODON! FAMILY ITALIAN ORNAMENTS. CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated &

þ

Gentlemen: -

We are manufacturers of 90# Imported Kraft Stay similar to the enclosed sample. Our paper is made from Sulphite

Pulp and coated with glue especially adapted for stay purposes. We guarantee the paper to give satisfaction.

Our price in 500 lb. case lots is 7 1/4 cents per lb. f.o.b. your city.

We would be pleased to receive your order for a sample case.

Awaiting your reply, we are,

Yours very truly,

MANUFACTURERS PAPER CO.

CAMBRIDGE, MASS.

"KRAFT GUM STAY"

SET IN CLEARFACE GOTHIC INLAND BORDER NO. 600017 CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated at

Dear Lir:-

he is basistic by the 50 $^{\circ}$.

Attain is distributed in the state of the st

We will this jour to that it is all applies. This is how we will do it:

Fill out and walk that it is the late of the south on d, and we will ship , the first of the late of the regular each price of the first of the late of the south that, and if you do not include the boot will be no charge.

That's the way we beneat the way the bay, and there is the evidence of our strainty there is which make good.

You do not got any fairly or qualit propositions than thet.

Yours very truly.

[244]



SUPERIOR QUALITY - MEDIUM PRICE

Manufacturers Paper Company

FACTORY AT

Cambridge, Mass.

SET IN CLOISTER BLACK, NEW CASLON AND NEW CASLON ITALIC LINEAR BORDER NO. 2 - RENAISSANCE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We are or effective quality consider an exhibit scaling tape, in both lim for a distrible papers, all who was and
weights, and supplying the do the power follows throughout
the country at a grater which in these them to make some money.

If you have any unclimination of the goods and mould be interested in sampler and univer, we will gladly forward them to you.

Kindly of viso to the mid to you are inforested in, and what quantities jum my of the mane.

in the growing,

§30 [245]

THE STEIN-BLOCH COMPANY

THE WHOLESALE TAILORS



Rochester, N.Y.

SET IN MEMBERS OF THE LITHO FAMILY ITALIAN BAND POOLE PRINTING CO., BOSTON, MASS.

Dear Sir: -

Look very carefully at the sheets and cards. They have been arranged to take the place of the old clothing "booklet." You will find two distinct styles of circulars--one, the illustrated letter heads, the other tho illustrated post cards.

If you want us to send out for you this spring the LETTER HEADS, select the forms you wish and fill out the enclosed card. We shall send out to your mailing list the forms you specify, on the date you specify, IN ROTATION. This means that you can reach each name on your mailing list as many times this spring as you choose. WE SHALL FURNISH THESE FORM LETTERS FREE, ATTEND TO ALL THE DETAILS HERE WITHOUT CHARGE. All you are called upon to do is to furnish postage at the rate of 2 cents per envelope. FIRST CLASS MAIL MATTER IS ALWAYS OPENED. One-cent envelopes go into the waste basket.

If you prefer the POST CARDS, fill out the card, fix your mailing dates, and we will take care of the work here, you paying postage at the rate of 1 cent per card.

CORRECT YOUR MAILING LIST TO DATE. Dead-wood lists are money losers for you and for us. Unclaimed letters are dismal losses. ALSO PLEASE ESTIMATE YOUR MAILING LIST BEFORE FORWARDING.

This circularizing idea is a new one, and will be jumped at. Nobody who has seen it so far has failed to see the novel appeal it makes to any man who is wondering about his spring clothes and where to get them. SEND IN YOUR RESERVATION AND YOUR MAILING LIST AS SOON AS YOU CAN. The orders are filling up fast.

Yours truly,

The Stein-Bloch Company

Wholesale Tailors

Our Label Marks the Smartest Ready-to-Wear Clothes

Rochester, A. P.

SET IN CLUISTER BLACK ART BORDER. POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is the Standard sack suit for this season.

The * * * * * * Standard.

Particularly got up for the all 'round busy man who has to look well all the time, and a good many times hasn't the time to pass with the made-to-order tailor and his tryons. The matter of price is a telling one, too.

The style this season demands snugness in the suits. We obtain this, but KEEP THE CLOTHES COMFORTABLE. The shoulders are narrow tread, but they fit. You look active, energetic and trim in a suit like the Standard.

Our fabrics are guaranteed tested all wool and are innumerable in texture, shade and pattern. Grays, blues, browns, half-shades and mixtures of all kinds are equally right, and serges and worsteds are racing neck-and-neck with tweeds and homespuns in popular favor.

Try on this * * * * * * suit at your clothiers. This is the address, and you will get every attention. Take this letter with you.

(Space for your store name and address.)

Go to-day. Perhaps you will like some other one of our models better than this Standard. They all carry our label, like the one at the top of this letter. IT GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

Yours truly,

Stein-Bloch Smart Clothes

ROCHESTER, NEW YORK

SET IN DELLA ROBBIA MONOTONE BORDER POOLE PRINTING CO., BOSTON, MASS.

Dear Sir: -

This is a " " " " " " a uner style that we call the Park.

The shoulders are rairrow troad, the coat is snug, and the lapele and long out roll with a good deal of gyood and style. We have a capillar coat-snugger, we mean-but none better adapted to the survice of the professional or business men than this Park sack.

On fort is particularly a feature of the Park. It looks stylish in its anughess, but it PITS lightly, as cummer elether should. The fabrics are all wool grammited and tested, and are light, airy and so numerous in pattern and shade that any taste can be gratified. The saving in price is an important feature, too.

Go to your elothica's and have a try-on. You can find there many other * * * * * models for this scason. All of them carry our label, like the one at the top of this letter. This CUARATTLES YOU THE HEST, AND ALSO PERFECT SATISFACTION.

The store address is

(Space for your store name and address)

Try on to-day. Take this letter with you.

Yours very truly,

[248] §31

The Stein-Bloch Company

LEADING WHOLESALE TAILORS

SET IN CASLON TEXT AND BLAIR LINEAR BORDER NO. (

Rochester, N. O.

Dear Sir:-

We call it the * * * * * C.. ..

There are those or four the second that we make, and this was in a fine the direction of rationality is the second that a second the second that the direction of rationality is the second that the second th

This suit is not at the first of the first o

Try on out the total several other of the graph, and the dross is:

(Simon to: 1)

Try on to-day, and the state of the state of

= = - - - ,

THE STEIN-BLOCH CO.

WHOLESALE TAILORS

HTEEN-BEIDCEL HEIART CLOTTERS

ROCHESTER, N. Y.

SET IN LINGUAGERS SHADED. LINEAR BORDER NO. 2.

Permitted

With a contract of the contract of

P.S. This was pit to cool suit across in a variety of fabrics and that s, from blue sange to however. All of them bear our label, like the out of the head of this letter. This

LAREL GUARANTHES YOU THE BUST AND ALSO PEFFECT SATISFACTION.

[250] §31

STEIN-BLOCH SMART CLOTHES

The Stein-Bloch Company

Wholesale Tailors

Rochester, 91. Y.

SET IN TYPO SHAGEG AND LIGHT COPPERPLATE GOTHIC POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This style of * * * * * so the Saxon.

It is frankly vather a crimes style, and is shall and slander, and narrow three in the shoulders. If we were not theroughly American, we should call this suit sort what English. But it is STIMESE, and you will see secret of the suits form by the style Alebahara in charge metally eity.

This may be employed by fine could fee grow. We have it is and we think you will be writing to clotheld in in in it on.

The price will intermate you. To be and a protein a protein and get a try-on TO-DVI. When we fill healf a direction of the wine with a condensate to charge them. The chief address is:

(Space for your chare 1 grand.)

The main thing class this with the Park IV is a second that the line is the head of this letter. If CUNTAUTHES NOW THAT IT, A FIRST PERFECT SATISFACTION.

Yours truly.

SIMONDS MANUFACTURING CO. THE SIMONDS SAW

UNEQUALLED IN QUALITY AND UNIFORMITY

SAWS KNIVES

FILES

STEEL

WORKS AT FITCHBURG, MASS., AND CHICAGO, ILL.

FITCHBURG, MASS.

BET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

Everything is much I in this coincis. We make good Saws. We expect good Deploys. We spend money to evente a market. We expect co-operation from Dealers. Let us hear your side of the case. If a liting * * * * * * Hand Saws will not be of rose profit to you than it will to us, do not touch them; but here are you going to know unless by actual experience?

Why not get things stored at enco? We will get after the Corpentors while you got the goods in stock rooly to serve them. This means only a stall entlay and the percent of profit will be worth every bit of the offert. Every

* * * * * Saw we fully grammize. What shall we ship you?

Yours very truly,

Simonds Manufacturing Co.

THE SIMONDS SAW

UNEQUALLED IN QUALITY AND UNIFORMITY

SAWS KNIVES

FILES

STEEL

WORKS AT FITCHBURG, MASS, AND CHICAGO, ILL

Kitchhurg, Mass.

SET IN LIGHT COPPERPLATE DOTHIC AND ENDRAVERS GLD ENGLISH BGLD AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We are complying and of the languat pointers in the United States, principally in Clienge and New York City, with * * * * * Paper Cutting In Ives. Are you buying through remufacturers of the outtors, or direct from knife manufacturers?

We judge that a firm of your size would need exceptionally good knimes, and would be buying every once in a while. If this labeled of fill you in need of saything at this tile, will prompte up the opportunity to figure with you on * * * * * * * ?

Yours ... tray,

Cable Address "Eclipse" Chicago
Telephone Connection

Gas. Gasoline and Oil Engines

FAIRBANKS, MORSE & COMPANY

We Manufacture All Kinds of Electrical Machinery

Manufacturers and Distributers of the Celebrated and Universally Used

Fairbanks' Standard Scales

Steam Engines, Boilers, Dynamos and Motors, Elevator and Mining Machinery, Railroad Supplies

SET IN HOBO - ACME BORDER POOLE PRINTING CO., ROSTON, MASS.

234-238 E. 3d Street
St. Paul. Minn.

Dear Sir:-

MAKE HACHINERY DO YOUR WORK.

Isn't it a pleasure to look over a farm where practically and the mork is done by labor-saving outfits? Here's where in a life ceases to be a drudge. Proper ways of tilling the soil make good crops and the value of the land is increased accordingly.

It is easy to picture in your mind the difference in pumping should water by hall for twenty-five head of stock or hitself you a * * * * * Gasoline Engine to do it while you plan the test way to make a larger profit from your cows.

forward to the task as a daily burden. A * * * * * Engine will in the jub will sput cat your morning or evening meal.

Later for the book which goes forward to-day under another cover. You will find it full of facts that are of interest to every practical farmer.

As any questions as you wish, it will be a pleasure for us to answer.

Yours truly.

FAIRBANKS, MORSE & CO.

Saint Paul

SET IN CHFLTENHAM OLDSTYLE CONDENSED AND CHELTENHAM ITALIC STYLUS BORDER AMERICAN TYPE FOUNDERS COMPANY

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§**33** [255]

Form 2289 F.

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA

CABLE SERVICE TO ALL THE WORLD

ROBERT C. CLOWRY, PRESIDENT

RECEIVER'S No. TIME FILED CHECK

SEND the following NIGHT LETTER subject to the terms on back hereof which are hereby agreed to

Dear Sir:

ET I COTT A IT I AND A PHER CERTS TO-DAY. THE CENTS

IS I STO OR OUR PART OF RARE DESCRIPTION OF "LIRODE"

AND "HOUSE HELD" HAND-DITIONED UNDERWARR WITH NO CHAICE

IN QUARTERLY, LETTO I CA RAILEC.

BLE TO THE PARELL OF BEET DELIVERILS.

With Ai our Enthuse Nour Esting Willys. Give Details to Dail I. I. Low Oi. 1870.

Yours truly,

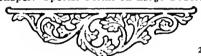
	Dr. to The Western Union Telegraph Co.			
For Message to		by	dated	191
No. of Words	Rate	Amount \$		
		(Sgd.)		SENDER

[256] §34

MORTON IRON & STEEL CO.

Malleable Iron Castings, Chain Hoists

Plain and Galvanized Bars, Hoops, Bands, Angles, Sheets, Plates, Channels, Tees, Wire, Nails, Pipe, Cold Rolled Steel Rounds, Chains, Rivets, Squares, Flats, and Special Shapes. Special Terms on Large Orders



24 Ludlow Street,
Baltimore



SET IN POWELL SERIES CUT NO. 8288 6 POINT BORDER NO. 6007 MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

The notices of your large cont watting work that I have seen in the various trade papers lead me to bring to your attention the * * * * * Diving Ap areatus.

You will fird on investigation that a large har or of the principal contractors, bails builders, railwords, etc., now own their own diving agree the card use their own han for such diving as they have to do. This cases the expense and loss of time due to crawing anyther divor, with the great advantage of always having their total diver on the work.

It will pay you to give fille with a your outself consideration, for any man in goal bracks or reading a net outnary diving operations.

Our latest cataligns and male 5 //11 he and at the one on receipt of request from the and the study.

Very truly plane,

Holeproof Hosiery Company

MAKER OF THE

Mihwankee, Mis.

SET IN SHAW TEXT AND LIGHT COPPERPLATE GOTHIC AMERICAN TYPE FOUNDERS COMPANY

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[258]

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§36 [259]

M. A FRESCHL, Superintendent

Milwaukee, Wis.

SET IN DELLA RODDIA DELLA ROBBIA BORDER - DELLA ROBBIA ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

> Doir Day -r. . Need best to be perfect of a wish so a second construction in the state of the state by I to the second of the conditions of the by I to the second of the se When the continuous calculation to the rest exactly the in the continuous continuous the continuous functions and the continuous continuous transfer that the popular ϵ ers to the . . . of your order promptly and will gladly granted to to or for oclar hasinry business this year 4 - The Original. the tol in a enclosed for quick action, and in . . t cur chipo.so. Yr is very truly, pace of the section the terms of the section of the

> > [260] §36

HOLEPROOF HOSIERY CO. OF CANADA, L'ID LONGON, CANADA

HOLEPROOF HOSIERY CO. 230 Tower Buildings Liverpool, England

Holeproof Hosiery Co.

NEW YORK OFFICE 916 FIRTH AVE BLOG. CHICAGO OFFICE 234 LA SALLE STREET PACIFIC COAST AGENCY 583 MARKET STREET SAN FRANCISCO

MILWAUKEE, WIS., U.S.A.

BET IN BLAIR, CONDENSED BLAIR AND WEDDING TEXT

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§36 [261]

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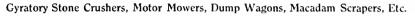
[262] §36

A. B. Black Road Machinery Co.



WE HAVE IN STOCK, PREPARED TO SHIP, REPAIRS FOR ALL MAKES OF

ROAD MACHINES, STONE CRUSHERS





New England Agents for The Austin, Western Co. Sole Agents for Black's Snow Plows in New England

BET IN MEMBERS OF THE CLEARFACE FAMILY VERSATILE ORNAMENTS \$\frac{1}{2} \text{Action} TYPE +OUNDERS COMPANY

Dear Sir:-

29 South Market Street

Boston

description of the second of t

§37 [263]

Welsbach Company

Abbertising Department

Gloucester, D. J.

SET IN CLOSSTER BLACK VERSATILE BORDER AMERICAN TYPE FOUNDERS COMPANY

Contlow n:

At first y u may not how why --- but this fact is of common to yer; --

What fact? The fact that we moved.

We mid "rom 1133 Broadway to 78-80 Murray Street.

And that make means this much to you -- that it enables you to get a better service from us -- and at a lower price.

Our rental, per square foot, is much lower here---and our facilities are better in every respect.

We can offer you up-to-date, money-saving, light-increasing * * * * * equipment, at the best price yet on record.

After buying from us, you will not feel that you have spent money-you will feel as if you have earned money.

Look over the enclosed folder. See for yourself.

And them, better still, --come in and see our new quarters.

Yours truly,

P. S. You will do yourself (and us) a great favor if you will keep this letter on file where you can refer to it easily.

[264] §38

BOSTON
PROVIDENCE
SPRINGFIELD
HARTFORD
NEW YORK
PHILADELPHIA
BALTIMORE
ATLANTA
NEW ORLEANS
SYRACUSE
ROCHESTER
BUFFALO
CLEVELAND
DETROIT
CHICAGO

THE FISK RUBBER COMPANY

FISK AUTOMOBILE TIRES

BOLTED-ON CLINCHER Q D CLINCHER FISK-DUNLOP

INNER TUBES FOR ALL STYLES

FACTORY AND HOME OFFICE

CHICOPEE FALLS. MASS., U. S. A.

INDIANAPOLIS
MILWAUKEE
ST LOUIS
MINNEAPOLIS
ST PAUL
FARGO
KANSAS CITY
OMAHA
DENVER
SAN FRANCISCO
OAKLAND
SACRAMENTO
FRESNO
LOS ANGELES
SEATTLE

SET IN MEMBERS OF THE COPPERPLATE OOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

§39 [265]

THE FISK RUBBER COMPANY



MANUFACTURERS OF THE CELEBRATED

Fisk Automobile Tires

Bolted-on Clincher Q. D. Clincher Fisk-Dunlap

THE FISK TIRES ARE KNOWN EVERYWHERE FOR THEIR GREAT WEAR-RESISTING QUALITIES

Factory and Home Office

Chicopee Falls, Mass., U.S.A.

SET IN MEMRERS OF THE CENTURY FAMILY VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

To-day we received a letter from a dealer saying he has sold 509 * * * * * * Inner Tubes in the past seven months to car owners and up to the present time has not received a request for adjustment or the suspicion of a complaint.

A dealer from another state writes: ** * * * * Tubes are longer lived than any others. We have a great many users whose * * * * * Tubes are over four years old and the rubber is still bright and lively."

* * * * * * Inner Tubes are unequaled. TWENTY-FIVE
THOUSAND perfect to ONE imperfect is the record. The reason
- these tubes are PURE Para rubber with only enough sulphur
to vulcanize. They do not stretch out of shape and cannot
deteriorate.

Very truly yours,

The Kny-Scheerer Company

SURGICAL AND ELECTRO-MEDICAL INSTRUMENTS
HOSPITAL AND SANITARIUM SUPPLIES
SCIENTIFIC APPARATUS

New York

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

As manager you are interested in improvements. Especially so, when the improvement means better sate in actions and a larger profit to the identitation. When, after long study of sputum cup problems, dovised to the " " " ".

The * * * * * is made of marcon colored waterproofed fibroid paper. When folded along the lines of the unit creases, it will always fit the standard size house. The interlocking flaps render spilling of the contents in the opening flat of the cups practically impossible. The expensive feature enables users of sputum cups to diminate the a holder when the latter is inconvenient. Although the * * is made of very strong heavy paper, it is easily incident.

But the feature which interests you is the prime. We have the honor to submit the following:

In lots from 100 to 1000 per 100 \$.75 In lots from 1000 to 5000 per 1000 6.00

If you desire over 5000, we will make you a servial price. And, if you can give us the number you are olly use, we will be pleased to quote you and shir, at the gire I rate per 1000, such quantities, and at such times as your specify. You will find this plan exceedingly converted.

Read the enclosed circular and see the concentrated good of these spatus cups, and send us an estimate of your requirements so you may be intelligently quotel.

Have you our catalogue P in your files? If not, may we send you a copy?

Very truly yours,

§**40** [267]

THE KNY-SCHEERER CO.

SURGICAL AND ELECTRO-MEDICAL INSTRUMENTS
HOSPITAL AND SANITARIUM SUPPLIES
SCIENTIFIC APPARATUS

NEW YORK

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

§40 [269]

wool or other filers in bulk; so is the best disinfecting medium now known.

stantive relating and shipping goods to countries without the United below. This enables us to know how to pack our products so in total will reach their destination in the below possible condition. We build our cases and crites so that they will stand the rough handling of light reage in foreign points, and it is due to this feature, as well as the superiority of our products, that the bayer in distant lands prefers the * * * * * * Co's. Trade-marked goods.

grant july a special discount of * * * percent, exclusive of the phology charges which are not. This includes our durively grant of the send your institution to the steemer, thus saying you a considerable sum in trucking charges.

plate production, and deem necessary to fully equip your institution, and send it to us, we may be able to grant you a slightly larger discount in some instances. You know that we are able to make a special net quotation upon equipment orders or, if you will send in your list, we will make such a quot time to you.

hat as hope that we will have the honor of hearing from you relative to your institution needs within the next few weeks.

Very truly yours,

[270] §40



Martine Manufacturing Company

NO. 425 WESTERN AVENUE, BALTIMORE, MARYLAND

SET IN CLOISTER BLACK AND BOOKMAN OLDSTYLE BINGAR BORDER NO. 2 DELLA ROBBIA BORDER CHAP-BOOK QUIDONS



Dear Sir:-

Live Industrial Plant Operators are in the habit of telling friends and acquaintances "Our factory is equipped with * * * * * *.

But never in an apologetic tone, as if they were ashamed of the fact.

It's invariably said with just a little bit of pride in the voice - just as a man might tell you his car was a Packard.

Now - won't it help your business to say "We handle

* * * * *?

Fill out and return the enclosed card for our mailing files and we will send you our Bulletin #7 with quotations.

Yours very sincerely,

CHAPMAN & RICHARDSON

Paints, Drugs, Chemicals Plate Glass





MASON BUILDING

Boston, Mass.

SET IN EMERSON SERIES MADE BY KEYSTONE TYPE FOUNDRY

[272] §42

KEYSTONE TYPE FOUNDRY

SELLING AGENTS POR COTTRELL CYLINDER PRINTING PRESSES

MAKERS OF NICKEL-ALLOY, UNIVERSAL LINE

BORDERS, BRASS RULE, LEADS AND SLUGS, GALLEYS, STEEL CHASES, ETC. COMPLETE PRINTING PLANT OUTPITTERS

PLATEN AND PROOP PRESSES PERFORATORS AND FOLDERS, PUNCHING MACHINES WIRE STITCHERS

DATED AT

BET IN EMERSON TITLE MADE BY KEYSTONE TYPE FOUNDRY

> §42 [273]



PETTINGELL- ANDREWS COMPANY ELECTRICAL MERCHANDISE BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Reverend dear Sir:

Have you seen the new lighting fixtures in the Mary Immaculate of Lourdes Church, Newton Upper Falls?

They are well worth study we assure you, not merely from the standpoint of ecclesiastical interior decoration, but because they actually solve some pressing problems in church lighting.

We do not overstate the case when we say that these fixtures present an entirely new scheme in church illumination, providing inverted mantle type gas burners and Tungsten electric lamps, skilfully combined in art forms of hand-wrought iron.

You can, of course, hardly realize the harmony and effectiveness of this church's lighting scheme from a mere description. And remember that this is but one of the many ecclesiastical buildings in which, under the direction of our Mr. * * * * * we have installed new, or improved old, lighting systems.

In fact we make a specialty of studying present lighting schemes of churches, and offering, without expense or further obligation, suggestions looking at a more artistic and economical illustration. (And nowadays the influence of attractive, adequate lighting on church attendance is pretty generally recognized.)

Can we be of assistance to you also?

Very truly yours,

[274] §43

NEW YORK
CHICAGO
BALTIMORE
DENVER
SAN FRANCISCO
SEATTLE

PETTINGELL-ANDREWS COMPANY

LONDON
PARIS
BERLIN
AMSTERDAM
ST. PETERSBURG
BEI GRADE

ELECTRICAL · MERCHANDISE BOSTON, MASS.

To insure a prompt reply letters should be addressed to the firm

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

Did you receive the copy of the Portable Lamp Catalog for the season of 1911-12, which we sent you, last October? Christmas is now near at hand, and not receiving any orders from you, we wondered if you had received it.

If you did not or have mislaid it, let us know by return mail, and we will rush another copy to you. For you will, of course, want to have your share of the trad which can easily be developed through showing samples of the line, one or two of the lamps which appear in this catalog.

Also don't overlook the fact that this portable catalog when used in connection with our #5 Fixture Catalog and #5 Fixture Supplement will materially increase your fixture sales; and that if you have a Rebate Contract with us, all sales of portables will apply on contract to assist you in earning the maximum rebate in accordance with our established and much appreciated fixture policy.

We want to emphasize the fact that many of the lamps shown in this catalog are exclusive designs makeful tradeonly for or by us. To assure receipt of the lamps in time for Christmas sales, it will be necessary for you to order at once.

Very truly yours,

PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE BOSTON

SET BY THE PUOLE PRINTING COMPANY BOSTON, MASS.

[276] **§43**

PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE BOSTON

SET SY THE POOLE PRINTING COMPANY BOSTON, MASS.

§43 [277]

WRIGHT-LEAVENS COMPANY

WHOLESALE

CROCKERY · CHINA · GLASSWARE

No. 54 WASHINGTON ST., NORTH

Buffalo, N. Y.

TET IN DELLA ROBBIA - DELLA ROBBIA IRNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

When you bought from us last year you will remember what I said about our new German buyer, and what great things I explated of him.

He has more than made good. When I arrived in Boston last week and saw the enermous number of entirely new and striking decorations that he has brought over I at once thought of you, for I know that you will be just as enthusiastic as I am over this new line of popular price goods.

This new German buyer is an American and sponds most of his time studying the demands of the American market. He knows just what the buying public wants, and he has shown remarkable ability in his selections. The extent and variety, the delicate tintings and occutiful shapes of this new line will please you and your customers just as much as it pleases me--it is well worth waiting for.

Each year for five years I have been improving my line, always making careful selections to meet the requirements of my trade, and now that I am coming to know your wants better I am confident that this year you will say * * * * * has the best line of popular price goods you have ever seen.

I am now busy selecting samples for my Import trip and will see you as soon as I can. It will pay you to see my line before ordering, for it means greater satisfaction to you and your trade.

I am thankful for past favors and wish you a big 1912.

Yours very truly,

[278] §44

Telephones: Fort Hill $\frac{6359}{7921}$ Cable Address: "Willcasson"

WILLIAM R. CARLSON

WHOLESALE LUMBER

Postal Telegraph Building

Boston, Mass.

SLT IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Your reputation as a builder is made out of the same quality of materials that you put into your buildings.

The use of a good quality of lumber will establish confidence in the builder, and you know that the confidence of your patrons is the most valuable asset you can have.

Therefore quality is more important even than price-but the price must be right or you can't buy, for contracts
are usually figured in competition and every dollar counts.

And then evenness of quality, assuring you against loss from waste, is another important consideration.

There are several features about our equipment and business methods that make it possible for us to offer you high-grade lumber at the prices usually charged for inferior qualities. Our location is one--side tracks saving in cartage. Our excellent facilities for storing and keeping in good condition is another. Then there is our financial intorest in the manufacture. And by no means the least is the big volume of business that has been coming our way for years.

Visit our yards and see for yourself, or phone for one of our salesmen to call.

Yours very truly,

§45 [279]

WILLIAM R. CARLSON

[280]

WHOLESALE LUMBER FORD BUILDING BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

§**45**

Sherman Lumber Company

Des Moines, Jowa

SET IN COMMERCIAL SCRIPT

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Deer Sir:-

Is your dollars and a second and
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§45 [281]

Iron, Steel, Structural Material Bolts, Nuts, Sheet Iron, Metals



Power Transmission Machinery Tool Steel, Tinplates, Wire, Etc.

ESTABLISHED IN 1870



69-83 Purchase Street BOSTON, MASS.

SET IN CLEARFACE GOTHIC
CAST SQUARES DAINTY BORDER HELLO CUT
AMERICAN TYPE FOUNDERS COMPANY

[282]

PLUMBERS, STEAM FITTERS SUPPLIES SEAMLESS STEEL TUBING, ALL SIZES POWER TRANSMISSION MACHINERY



IRON, STEEL, STRUCTURAL SUPPLIES BOLTS, NUTS, WASHERS, TOOL STEEL TIN PLATES, SHEET IRON AND METAL

No. 69-83 PURCHASE STREET, BOSTON, MASS. Telephone, Fort Hill 400

SET IN MEMBERS OF THE CHELTENHAM FAMILY COMMERCE ORNAMENT BOSTON BRETON CAST SOURRES CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY



§**46** [283]

IRON, STEEL, STRUCTURAL MATERIAL, BOLTS, NUTS, WASHERS, TOOL STEEL TINPLATES. SHEET IRON, WIRE, METALS, POWER TRANSMISSION MACHINERY

69-83 Purchase Street
BOSTON, MASS.

BET IN NEWS OOTHIO AMERICAN TYPE FOUNDERS COMPANY

D. r i :-

The new pour bush of the real pour state of the real pour share and cash make a delign?

The motorial we comy is the voly best we know how to buy - the best the market affords - to soll at various prices.

We find so care of the quolity of our samehandise - so on fin to 1. Our ability to clease you - that we marantee both the gradu and your or plate satisfication.

Finisting we ray be purmitted to seme you often we remain.

Veer, finite.

[284] §46

IRON, STEEL, STRUCTURAL MATERIAL BOLTS, NUTS, WASHERS, TOOL STEEL TINPLATES, SHEET IRON, WIRE, METALS



PLUMBERS' & STEAM FITTERS' SUPPLIES SEAMLESS STEEL TUBING POWER TRANSMISSION MACHINERY

69-83 PURCHASE STREET, BOSTON

BET IN ABBOT OLDSTYLE WAYBIDE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear S ::-

ing thy.



Brown-Wales Company

Established 1870 Telephone Fort Hill 400

No. 69 Purchase Street, Boston, Mass.

SET IN CENTURY BOLD AND CENTURY BOLD ITALIC TWENTIETH CENTURY ORNAMENT CHAP-BOOK QUIDONS MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY



[286] **§46**



Telephone, Fort Hill 400

69-83 Purchase Street

Boston, Mass.

SET IN MEMBERS OF THE CHELTENHAM FAMILY INDUSTRIAL ORNAMENT MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

§**46** [287]



The Van Twiller Market

Meat, Fish, Poultry, Eggs, Truck and Provisions

Situated at Junction of Broad and Pabst Sts. in Borough of Manhattan



Prompt Attention to Phone Orders

New York,

SET IN VANDEN HOUTEN
MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir: -

A self of the four tests, rolled to a rich brown volume to a feet driving from it, with meltil to the feet melting your most.

In the self in a very or nating dish. Incline crunching it is a control of critical fruch lubstor and just got the decising to fully devent. It is might producting.

The body of relatively so frost and perfect as served at any limit in the limit of the and droped in the first median specific region.

Shell on territ is lusefous too, and you can have things for a confidence in the stantial or famous dishes in the stantial of , . I among for an energency. Such a selection of a confidence of careful nothers close on earth.

where the trial order and will send windever you select the set, to be pull for only in case you are pleased with the late the following our part in again reminding you of the send of the following it so safe and easy for you so it is married.

Why near the anti-location to order new, right away, so you can begin adjust these things immediately?

Yours very truly,

[288]

JENS C. PETERSON Architect

STATE BANK BUILDING
TRAVERSE CITY, MICHIGAN

BET IN BRANGON CLOISTER BLACK CAXTON INITIAL AMERICAN TYPE FOUNDERS COMPANY

Dear Sirth

Smrth

Crent

The second second

§48 [289]

Browning, King & Co.

PUBLICATION DEPARTMENT C. M. FAIRBANKS

No. 16 COOPER SQUARE

New York

SET IN CLOISTER BLACK AND NEW CASLON MERCANTILE BORDER WAYSIDE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

[290]

Browning, King & Company

Makers and Retailers of Men's, Boys' and Children's Clothing · Uniforms and Liveries · Haberdashery · Hats

> 16 Cooper Square Lew Jork

SET IN CLOISTER BLACK MISBAL INITIALS AMERICAN TYPE FOUNDERS COMPANY

§**49** [291]

Established Over One Sundred Pears

B. H. Gladding Dry Goods Company Providence, Rhode Island

BET IN ENGRAVERS OLD ENGLISH AND SLAIR

L. tr U:-

Employing heavy enters for the Defect in the Lambert for the Control of the Contr

In fires one mentare bissed to the months of the second of the provide for our confirmability to the second of the

He is goto have the plantum of pair at it - - - - at this Sale, I remain

Respectfully yours,

Established Over One Hundred Years

B. H. Gladding Dry Goods Company

Providence, Rhode Island

BET IN NEW CASLON AND NEW CASLON ITALIC AMERICAN TYPE FOUNDERS COMPANY

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Dode - an -
Saraet.
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§50

a. Shuman & Co.

Manufacturing

Clothiers and Outfitters
Shuman Corner

Telephone Oxford 1680

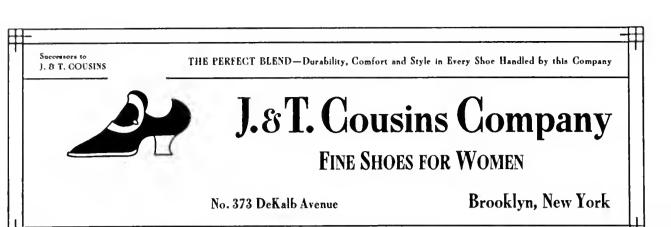
BET IN TYPO UPRIONT AMERICAN TYPE FOUNDERS COMPANY

Please address reply to		
	_De	րք։

Boston,

[294]

§51 [295]



Dated 7

1

ET IN BEWICK ROMAN IRADE CUT - QUADRUPLE CAST SQUARES - CHAP-BOOK QUIDONS IMERICAN TYPE FOUNDERS COMPANY

DEAR L.L.I':

Your artistic sense and your knowledge of the fitness of this jo, have often been sorely tried, we are sure, in your search for the beautiful and appropriate in warring appared. Not the least of your trials has been the difficulty of finding a shee that is at once stylish and durable, and one that FITS ME FOOT. Unless a shoe is very carefully made, so that its lines fit naturally into the lines of the foot, the wearer will have no comfort.

The reputation of the " * * * * Shoe is the logical result of more than sixty years of patient, skilled workmanship, and most careful selection of material. People seem to consider our shoes a worthy embodiment of New York culture and refinement. We hope the compliment is merited, for we make shoes as well as we know how. Yet we don't make them quite as well as we would like to, for our ideal seems to keep a little shead of us all the time.

Very truly yours,

[296]

Menter & Rosenbloom Company

Men's and Women's Clothing

General Offices: 600 COX BUILDING

Rochester, N.Y.

BET IN BOOKMAN OLOSTYLE AND BOOKMAN ITALIC AMERICAN TYPE FOUNDERS COMPANY

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Mrs. Thrifty : ...
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§53 [297]

Samuel Heymann Company Oshkosh, Wisconsin

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

> Lur jou

> > [298]

John Harrington & Co. ### John Harrington & Co.

439 LAFAYETTE STREET BUFFALO, N. Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Door II I -:jografile 07 71cl- thing you ...

§55 [299]

Nehman Cailoring Company

"Clothes of Quality"



Brooklyn, N.J.

SET IN INCAND COPPERPLATE AND TYPO GOTHIC COLLINS FLOREY

Thar Sir:-

No two me. we fine a.

You have individual requirements in arths. Ye was should get that will add to your apparatus, not detroit from it. Here is where tailoring shill demon in.

The designing in our slops is under the personal direction of a member of the firm, who devotes all his time and energy to this work. He has an enviable resultation for producing clothing of rare distinction.

Making--not selling--clothing is our business. If a garment is made right it sells itself. If we make you one suit you are sure to come to us when you want another.

If you desire to have the best there is, come in and see us.

Yours very truly,

[300]

Shuman & Company

Exclusive Men's Cailors

Denber, Colorado

SET IN INLAND COPPERPLATE AND LIGHT COPPERPLATE GOTHIC LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Dear Jir:-

profit. Ye re or , or y = 1. = 3, it we set to of oldestyle line-vy

To-d : t



Dated of

SET IN CLOISTER BLACK AND NEW CASLON SENTURY BORDER - STRATHMORE ORNAMENT - CHAP-BOOK QUIOONS SERVICENT AND FOUNDERS COMMANY

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The notes in the turn of price, as "breed of a till of price, as

Any croist and damb paint, but the North-mults and Replacement and the Library to point the "Library Library".

for the the grate is in electron withing.

We give so the "group motter" into the thing of your alight a go for the first into would go his finest watchese-the storing of the first plane.

A lift is not off; in the mobile that "brains" play a soright that is not of it in the solution to of the rible as well: als h, this is no heating, about -- the rest has a like.

Cans in the last we show per our line. We have you'll like it, in a set of problems was a last means no chligation on the capacity of the problems was. This makes no chligation on purple the only and the capacity.

Till . In mint bilt of clothes or evereent be a

Yours very truly.

[302] §56

Albert L. Sprague Custom Tailor

18 Franklin Street, Seattle; Washington

SET IN TYPO SHADED
AMERICAN TYPE FOUNDERS COMPANY

To

31.

§56

Frank C. Rendy & Company Bigh Class Custom Tailors

Central Crust Building

Milmankee, Mis.

BET IN INLAND COPPERPLATE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Have you we winner ally ille of the coloubes?

If you've, you can very read the reciate

* * * * * Clother.

Fit is the first creditial in an unline and unless the collar "hugs" the neak snugly--- in as the vrousers have the proper "hang" to the m--you will be a long like.

you. The "Great Law of Average" is applied to lets of things, but not to the making of * * * * * * Clothes.

No two figures are alike. Some have one popularity—some another. Consequently, clothes "built" for one will not "fit" the other. All the little details the token into consideration in the other, of * * * * * * Clothes.

Will you give us a that he to "produce \mathbb{R}^n "

Very tiuly your,

[304]

George H. Carlton Tailor

Pearson Building, 418 De Kalb Azer

Cleveland, Ohio

BET IN TYPO UPRIGHT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir; -

you want a raincoat to shoul the rank.

You want it light, and have a . and, dent in the light, and have a . and, dent in the light, so and have a congressing of any of your art., or .lip into your traveling hage—that will save you a with the .then it rains, and isn't a ruiseree when it for the

In no other kind of classing is there such a noticeable difference between made to ender and monity while is in reincoats that have been worn a little while.

It is such a thin, fliber, a confly which is filled by that needs all the art of a distribution of a filled to the factor of the retain its shape and the sky (will, before a confidence of a much rainy weather had a pro-

you have is not call that many and the state of the state

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§56 [305]

MYERS & STLLIVAN

CUSTOM TAILORS

DS GATEBAVENUE ERIE, PA.

S(I IN ENGRASHES SHADED INCAND BORDER NO. 641 AMERICAN TYPE FOUNDERS COMPANY

[306]

G. E. Peabody & Company

Custom Tailors

NATIONAL BANK BUILDING, 216 SOUTH STREET

Detroit, Michigan

SET IN TYPO SHADED AND TYPO GOTHIC LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Ing-for the free will entire to the second to the first time that winter will entire to the second t

A moderable dismonstration of a grow factor of its white time grow outside to a first the first of the grow outside to a first of the first of the grow of the gro

Winter out of the state of the

§56 [307]

G. E. Peabody & Company

Custom Tailors

National Bank Building, 216 South Street Detroit, Michigan

SET IN PARST OLDSTYLE AND PARST ITALIC

to the sinciples in a salis like the salis is a salis to a line and the array best. no all the flis first need is an expet to the co-for cloth s it with the way is clear for him to ... United the state of the strong particular the collar 1 than the as it she de-unless the right--t pure restores of a man's individual. It all do als on the ability of the table. ton raita'l un cont the clothes we make for ". . . --- it-- ill cartaions; so othing they ear't from oth . (. . 1) ... the second of th To almanto ja.

Yours very truly,

[308]



THE PARKFIELDS INN

HEADQUARTERS FOR AUTOMOBILE PARTIES



First-Class Cuisine and Service

Parkfields, N. J.

SET IN BEWICK ROMAN PANEL BORDER VERSATILE ORNAMENT

Dear Sir:-

Then you the trun, run over to Farkfield. All to i leading to In Thield and cheelent roads, loading through charming occurry; and surkfields, when you get the train a delightful term, full of attractions.

One of the nost attractive places in Parkfields, to the motoriet, is the Parkfields Inn.

You may run a thousand riles and not strike its and for good older, good feed, good service and all the oblications, substantials and luxuries that appeal to the metablist who knows what's what.

Come to Parkfields, come to the Parkfields Irn. The glad hand for you and a feetien and refree ents that the the chit add to the number your day's delimits. Using a sessionable delicary from every clims; the best of second 1.

The Portification is open all day Suddey and Control evening, with a manual control to place on my taste.

We promise to man good, and we do it too.

Yours very truly,

The Vendome News Stand

VENDOME HOTEL

Boston, Mass.

SET IN TLOISTER BLACK AND NEW CASLON ART ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

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ly chart in the strict.

It is a first of the strict of th
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[310] §58

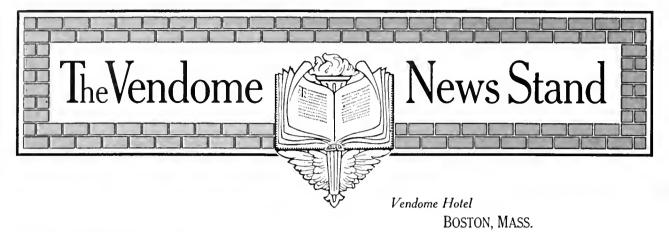
The Vendome Aews Stand

Pending Papers from the Parger Eities

SET IN CHAUCER TEFT 12 POINT BRASS RULE NO. 18212

Vendome Hotel Boston, Mass.

§58 [311]



SET IN CHELTENNAM OLOSTYLE CONDENSED AND CHELTENHAM ITALIC ART-TILES AND OUTLINE ART-TILES — STRATHMORE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You will have to wait a few days.

It makes no difference how anxious you are to get the next installment or special feature that interests you in the magazine you have subscribed for--you must wait.

It has been on the nows-stands two or three days--it always is, before you get your copy. You have paid your money in advance and you feel that you ought to get it as soon as any one.

The news-stand editions of all the magazines are always out a few days in advance of subscribers' copies by mail.

But place your subscriptions with us and we give you the news-stand edition the minute they're out, and at lowest club rates.

Let us give you the rates so you can make up a list of what you wish, and begin receiving them at once.

Yours very truly,

[312] §58

BENNETT & MORRISON

SPECIAL ATTENTION TO CARE AND RENTAL OF PROPERTY

52 ASYLUM STREET HARTFORD, CONN

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The open air--t' foll---t' hills--'.

The call is in us. If y fi to of the land of , we man, and o'dill course that is in us.

This desire is often a difficult one to satisfy, -1 there is an eary why to do it.

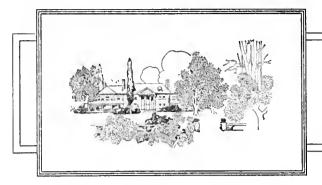
White Parkfiel to join at the home. Here the lavish with her broaties had attractions, and interest to place for a cettage or bungalow.

There are many lots to collect from, and for a : illoutlay you can recure one, erest a next soit proof in it, and have a cool retriat all or received to the two lines are home.

Parkfields wents all the magnificants for 1 little, pleasure and magnificant little at the attention. It is attention, which had not a little attention, which all places are also attention, which are a little attention.

Shall we show you plant sold take you get to the control lots?

Yours very truly,



BENNETT & MORRISON Real Estate

Special Attention to Care and Rental of Property

SET IN PARST OLDSTYLE AND PARST ITALIG - RENAISSANCE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Number 52 Asylum Street
HARTFORD, CONN.

[314]

BENNETT & MORRISON

REAL ESTATE

SPECIAL ATTENTION TO CARE AND RENTAL OF PROPERTY

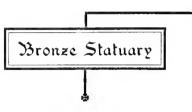
52 ASYLUM STREET
HARTFORD, CONN.

SET IN ENGRAVERS SHADED AND CARD MERCANTILE AMERICAN TYPE FOUNDERS COMPANY

§59 [315]

The Chambers-Sanderson Company

-Jewelers-



Watch and Clock Makers. Silversmiths Diamond Setters, Antique Hall Clocks





Telephone: 24-M

Vendome Building. Sandusky. Ohio.

SET IN WASHINGTON TEXT.
MADE BY REYSTONE TYPE FOUNDRY

['..:

this is a country of constraint of the substitution. This method of transportation is a country case, and it is much better to have your watch houself by constraints.

If you desire it, we will send a watch for you to use by return express.

We so only the very best work, and our prices are reasonable.

We want to take care of your watch, and we will guarantee satisfactory results.

Respectfully yours,

[316]

DE LUX COMPANY

MANUFACTURERS OF THE LUXURIOUS, UNSURPASSED

DE LUX



MOTORS



CITY SQUARE,
BALTIMORE

SET IN CASLON TITLE EXTENDED SERIES MADE BY KEYSTONE TYPE FOUNDRY

Dear Sa...

in No...

this

in No...

§61 [317]

Smith Patterson Company

MANUFACTURERS IMPORTERS AND JOBBERS IN

Diamonds · Matches · Jewelry · Silverware

52-56 SUMMER STREET

Buston

SET IN INLAND COPPERPLATE AND LIGHT COPPERPLATE GOTHIC LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

[318] §62

GREAT WESTERN AUTOMOBILE COMPANY

SALESROOMS
928-30 EAST BROAD AVENUE
TELEPHONE CONNECTION



MAKERS OF THE
KENTON CAR

LARGEST AUTOMOBILE PLANT
IN THE WORLD



CABLE ADDRESS "KEYSTONE"

POSTAL TELEGRAPH AND WESTERN

UNION CABLE CODEB

NOS. 472-476 SPRING GARDEN TERRACE

SEAFORD, WYOMING

SET IN WHITTIER BOLD SERIES WADE BY KEYSTONE TYPE FOUNDRY

§63 [319]

Cluett-Jackson Shoe Company

George H. Cluett Walter A. Jackson

Men and Women's High Grade

Paterson's Leading Shoe Store

216 Broadway

Paterson, N. J.

SET IN MEMBERS OF THE BODONI FAMILY ITALIAN BORDER AMERICAN TYPE FOUNDERS COMPANY

Deur w.a.:-

win by L 1 to the last of her sex to win by L 1 to the last of her sex to

As a cond, we have added to results just as forcefully to-, we have a more of the control of the west fine and the conditions of the condi

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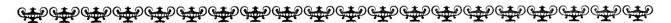
Star I have her in clearly the * * * * shore, I know what it is to a control of the control of t

If the a last in company to fit your fact, and a Utals is a color to all a go adividuality. They have that a color term look, see.

Yours very sincorely.

For THE * * * * * COMPANY

[320] §64



CARRINGTON & COMPANY

QUALITY FOOTWEAR FOR DISCRIMINATING PEOPLE LOW VAMP SHOES FOR THEATRICAL PURPOSES

MEMPHIS, TENN.

SET IN COPPERPLATE GOTHIC AND MEAVY COPPERPLATE GOTHIC TITALIAN BANDS AMERICAN TYPE FOUNDERS COMPANY

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Dear Masam: -
    In rais a only ry lift in the
waiti. Per you . . . .
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§64 [321]

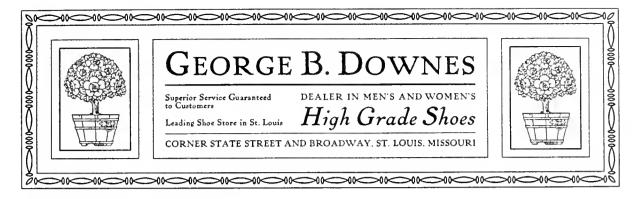
GILBERT & SHERMAN

Dealers in Shoes for Men and Women

50 State Street
Minneapolis, Minn.

SET IN PABST OLDSTYLE AND PABST ITALIC

[322]



SET IN PABST OLDSTYLE AND PABST ITALIC STRATHMORE ORNAMENTS
DELLA ROBBIA BORDER CHAP-BOOK GUIDONS INLAND BORDER NOS, 841 AND 1241
AMERICAN TYPE FOUNDERS COMPANY

Dated (

§**64** [323]

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



GENERAL OFFICES: No. 39 BOYLSTON STREET

ADDRESS ALL COMMUNICATIONS AND COMPLAINTS TO THIS OFFICE



WE ARE PREPARED TO FURNISH INFORMATION AND SUGGESTIONS RELATIVE TO THE INSTALLATION OF ELECTRICITY

SET IN BULFINCH OLDSTYLE TWENTIETH CENTURY ORNAMENTS.

Boston, Mass.

L F 3 :in the last tage I says the says re 7 7 7 7 7 7 7 Yama vary tably,

[324] §65

JOHN FENNELL IMPORTER 175 DEVONSHIRE ST., AND 136 ARCH ST.,

BOSTON, MASS.

SET IN LIGHT PLATE GOTHIC SERIES BARNHART BROTHERS & SPINDLER TYPE FOUNDERS

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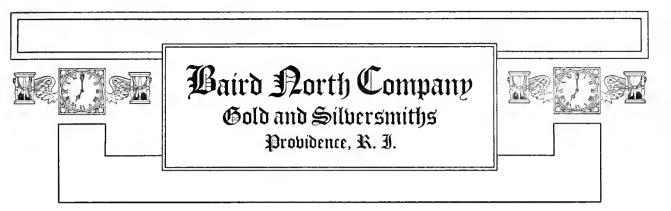
§66 [325]

Baird North Company

Gold and Silversmiths Providence, R. J.

SET IN CASLON TEXT - COLLINS FLORET AMERICAN TYPE FOUNDERS COMPANY

[326] §67



SET IN CLOISTER BLACK VERSATILE ORNAMENTS ART-TILE TINT FORMERS AMERICAN TYPE FOUNDERS COMPANY

§67 [327]

THE WALDRON PIANO COMPANY

MAKERS OF THE

High Grade Pianos and Piano Players

FURNITURE EXHIBITION BUILDING

1411 MICHIGAN AVENUE, CHICAGO

SET IN LITHO ROMAN, LITHO BOLD AND BLAIR AMERICAN TYPE FOUNDERS, COMPANY

[328] §68

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§68 [329]

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Very sincerely yours,

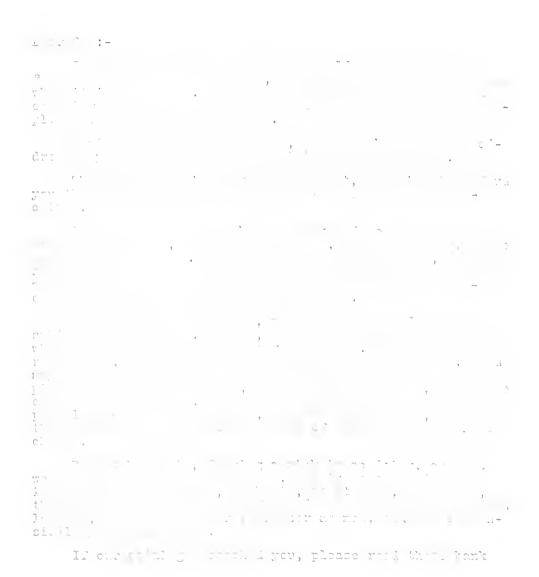
[330]

THE WALDRON PIANO COMPANY

Makers of the WALDRON High Grade Pianos

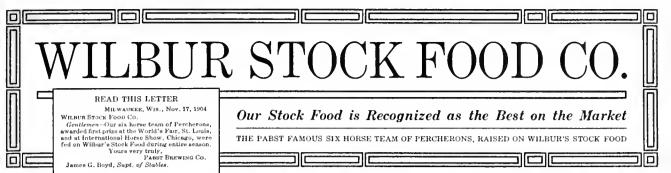
1411 Michigan Avenue CHICAGO, ILL.

BET IN FRANKLIN ROMAN BERIES BARNHART BROTHERS & SPINDLER, TYPE FOUNDERS.



§68 [331]

[332]



BET IN MEMBERS OF THE CENTURY FAMILY CENTURY BORDER MONOTONE BORDER POOLE PRINTING CO., BOSTON, MASS.

151-159 Huron Street
Milwaukee, Wis.

Dear Sir:p ·· I'do . 4 . i. 1 5 ful 0

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[334]

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[336]

Wilbur Stock Food Company

Numbers 151, 153, 155, 157 and 159 Huron Street, MILWAUKEE, WISCONSIN

SET IN CLOISTER BLACK AND NEW CASLON LINEAR BORDER NO. 2 CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

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Dear Sir:-
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The San Joaquin Vineyards



AMERICAN WINES

Made from Grapes Grown in the Vineyards of San Joaquin Valley—the Finest in the World



Situated in the San Joaquin Valley, acted for the luciousness of its Grapes, we are able to make Wines that are equal, if not superior, to Wines of the European Vineyards



[338]

San Joaquin, Cal.,

SET IN CASLON SERIEB MADE BY KEYSTONE TYPE FOUNDRY

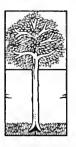
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Successful Parming

Successful Farming Publishing Co., E.T. Meredith, Publisher

WE GUARANTEE OUR CIRCULATION, PROVED BY THE POST OFFICE RECEIPTS, OR NO PAY



SET IN CLOISTER BLACK AND NEW CASLON CAXTON INITIALS
VERSATILE ORNAMENT MONOTONE BORDER
POOLE PRINTING CO., BOSTON, MASS,

Des Moines, Iowa

Dear Sirc:-

As an advertiser in the * * * * * you will be interested in the enclosed Letters from advertisers in the * * * * * in the same month in which your of electrical.

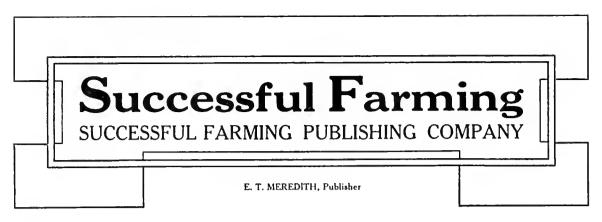
These advertisers have each spont considerable sets of money in * * * * * as well as in the excellent modium in which your advertisement appears and for that reason their testimony is of value to you.

* * * * * is organishly strong in its torritory, "THE GRIMT WINLING-PRODUCTION TO OF THE CV TRY." No adjusting medical is so often, a in this territory.

A monthly circulation of mero than 130,000 is southfully guaranteed and preven on dinable by Dust 2001er model, to.

We shall take place to in solving you then the Problem at the advertising pages or in giving join of y deal like information you desire.

Yours very truly,



Des Moines, Iowa

SET IN MEMBERS OF THE CHELTENHAM FAMILY CHELTENHAM BORDER MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

[340]



Successful Farming Successful Farming Publishing Company



E. T. MEREDITH, Publisher

Des Moines, Iowa

BET IN STRATHMORE OLDSTYLE VERSATILE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

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Dear Sirs: -
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§**71** [341]

Successful Farming

SUCCESSFUL FARMING PUBLISHING COMPANY CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY N. Y. OFFICE 150 NASSAU ST. M. CHICAGO OFFICE FIRST NATL. BANK BLDG.

SET IN BEWICK ROBAN AND CHAUGER TERT CHAP BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA &

3

Dear Sirs: -

A vist long, possible of our old subscribers are so: Unput it. The of their subscriptions for two, three, five and even truly same.

Ther mob like * * * * * * .

The plants of those who do not renow are filled up by other formors whose subscriptions are sont in by our old subscribtes when they send us their our renowals.

They reconsulate a a a a a a to their friends.

Asilo from renewels from old subscribers and of subscriptions sent in by old subscribers, we scourd our subscriptions from lists of people who have bounds buggles or farm inflammate or social or inculators or similar things became they so the advertised in fame repers.

Thry are velocile additions to our subscript to a list.

These are paid subscriptions - paid for by the person above of a necessary on the liet. We will note: their luping power, thousand for themsend, against the buying power of the submoditure of any publication of general circulation in the United States.

We can safely recommend that hind of a subscription list to advertisers.

Yours very truly.

[342]



SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING COMPANY

CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY N. Y. OFFICE 150 NASSAU ST. ** CHICAGO OFFICE FIRST NATL, BANK BLDG.



SET IN CHELTENHAM BOLD EXTRA CONDENSED TITLE AND CHELTENHAM BOLD CONDENSED STRATHMORE ORNAMENTS VERSATILE ORNAMENTS LINEAR BORDER NO. 2 THREE POINT BORDER AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

Tear Sirs:last t eff r"; to Subsection of the subsection o 01 " do . rrollo a ?--- : the psopl . the city .

Yours very truly,



SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING CO.

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN MAC FARLAND, CONCENSED MAC FARLAND AND MAC FARLAND ITALIC ART ORNAMENT — MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY



Years very truly,



SET IN CENTURY OLOSTYLE AND ENGRAVERS OLD ENGLISH BOLD SCHUIL ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

§71 [345]



SUCCESSFUL FARMING PUBLISHING COMPANY

NEW YORK OFFICE, 150 Nassau Street CHICAGO OFFICE, First National Bank Building

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN STRATHMORE ÓLOSTVLE - BTRATHMORE ÓRNAMENTS AMERICAN TYPE FOUNDERS COMPANY

> In in a all towns in the same way that you help your douler in cities? Your magazine and newspaper

> > [346]

§71

§71 [347]



SUCCESSFUL FARMING

CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY

SUCCESSFUL FARMING PUBLISHING COMPANY NEW YORK OFFICE 150 NASSAU ST. CHICAGO OFFICE FIRST NATL. BANK BLDG.



SET IN CORSEY AND CORSEY CONDENSED STRATHMORE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

The New York Times



"All the News That's Fit to Print" • Actual Net Paid Sales More Than a Million a Week

SET IN ENGRAVERS OLD ENGLISH AND NEW CASLON ITALIC VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Times Square

New York

Dear Sir:-

If you have that advertising in the Fictorial Station of Till 1. First * * * * * WOULD HAY YOU ---

If you the whit that an investment of \$50.00 (cost of a forty line advertisement) would even FAY for Tiblih ---

Would you hesitate to make such an investment?

The Pisterial Station of the Hew York * * * * * is the control of the best Sunday newspaper in Actuals.

It is read from cover to cover --- by every weaker of the f. Thy usually --- in 150,000 of the cest hours.

If you go k the patroners of woll drosped which the professional CLM ANTOLD TO THY for it --- profit by the equations of others.

The of the letters reproduced in the Posthot horswith, teller of the Audulia from advertising in The * * * * * Picture 1 doubles.

other, it can do for you - if you give it an opportunity.

If the sold a recent of our advertising staff to study your land. This him some of the points on which you specialize - in which you excell.

Will of CLESSIA YOU in any way.

Please fill out and return the call card NOW.

Yours truly,

[350] §72

The New York Times

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"All the News That's Fit to Print"

Times Square,

New York

BET IN ENGRAVERS OLD ENGLISH, RECUT CASLON AND RECUT CASLON ITALIC OLD ENGLISH BORDER AMERICAN TYPE FOUNDERS COMPANY

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Dear Cir:-

§72

The Nebraska Farmer

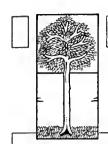
EDITORIAL AND BUSINESS MANAGEMENT BOTH DIRECTED BY S. R. McKELVIE

Published Every Week • Member Associated Farm Papers

Lincoln, Neb.

SET IN CLOISTER BLACK, NEW CASLON AND NEW CASLON ITALIC ART ORNAMENTS.
AMERICAN TYPE FOUNDERS COMPANY.

[352]



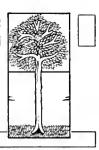
Member Associated Farm Papers



Established 1869 - Issued Weekly

The Nebraska Farmer

UNDER THE EDITORIAL AND BUSINESS MANAGEMENT OF S. R. McKELV1E



New York Office, Fifth Avenue Building Chicago Office, Steger Building

SET IN CLEARFACE AND CLEARFACE ITALIC

VERSATILE DRNAMENTS AMERICAN TYPE FOUNDERS COMPANY Lincoln

§73 [353]

ESTABLISHED 1869 WEEKLY

THE NEBRASKA FARMER

Member Associated Farm Papers

CHICAGO OFFICE, Steger Building NEW YORK OFFICE, Fifth Avenue Building

LINCOLN, NEB.

SET IN MEMBERS OF THE CENTURY FAMILY. TWENTIETH CENTURY ORNAMENT AMERICAN TYPE FOUNDERS COMPANY.

THE DENVER POST 15c, a Week. Including Sunday Delivered Anywhere on Earth

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR AFTERNOONS AND SUNDAY MORNINGS

SET IN MASTODON AND STRATFORD O. S. THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

> Dear Sir: -That is a fight of the grant of the cont. The day to the or. his by walfinely, will 8030 11 11 hialo de la esporta de la companya del companya de la companya del companya de la "And Unole Dilly Upder range is the "," . Sidney. Old Son's in lighte one vocal for the er-how ole vis Une, 1910 y?" "Die hante dant therehis life," was too concernation of the "It'll got the bot of the best of Tem Dalin all imperiors alla yaars o'l () e l e e the dia reflict in, religion, "Not old magain f ", " :le i.a i al. d u.c." The national description of the state of the with the old gentle and"

§74

[356]

The Denver Post

"So the People May Know"



Denuer, Colo.

SET IN ENGRAVERS DID ENGLISH BOLD, RECUT CASLON AND RECUT CASLON STALIC MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR
THE OFFICIAL PAPER OF THE PEOPLE
THE WANT AD, MEDIUM OF THE WEST

Dictated

DENVER, COLO.

SET IN CLEARFACE GOTHIC AMERICAN TYPE FOUNDERS COMPANY

Ιt ty The * * * * * aid other

of this lucirous over an average about 30 columns h s, ectfully,

[358]

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

Published Every Day in the Year

DENVER, COLO.

SET IN AVIL

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§74 [359]

[360]



Denver, Colo.

SET IN MEMBERS OF THE CLEARFACE FAMILY
TRICKY BORDER - YERSATILE ORNAMENT - FRÊNCH CAST SQUARES
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir-:

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splential from the first the splential from the first the news. Assume the first the second from the first the news. Assume the first the first the first the first the first the pictures and big women wrote it. The last tests to the pictures and cartoons. No subject of human interest was neglected. No

good movement of common concern but what was led successfully by The * * * * * * . If public men, corporations or institutions have erred, The * * * * * , without rancor or bitterness or self-seeking, has returned them to just ways. Little wonder that such a paper is strong, invincible and has an ever increasing number of new readers. The details of the distribution for July are printed within.

Merchants, manufacturers and dealers generally know the great advertising worth of The * * * * * *. It is the only * * * * * newspaper whose advertising revenues for the seven months of 1911 are in excess of the corresponding period of 1910. July's business illustrates the extent to which advertisers prefer The * * * * * *. There were 942 columns of advertising of all kinds more than the next local newspaper. Local display advertisers gave us 436 columns more than this next daily; foreign display advertisers, 93 columns more, and classified advertisers, 413 columns more.

This is certainly a most pronounced and convincing preferment and proves that this paper is the one big, sufficient advertising medium in this field.

Respectfully,

THE DENVER POST



Published Every Day of the Year The Want Ad. Medium of the West The Official Paper of the People



DENVER, COLO.

BET IN STRATHMORE GLOSTYLE STRATHMORE GRNAMENTS

Dear Sir: -

The Caliph Omar would have made Carnegie libraries impossible and driven that lucre-incrusted Laird of Skibo Castle and Pittsburgh into other channels for avoiding the disgrace of dying rich.

Omar ordered the vast Alexandrian Libraries burned, after refusing to give them to the learned men of that city.

"If those books," said he, "contain anything which is contrary to the 'Koran,' they deserve to be burned; if they contain what is written in the 'Koran,' they are unnecessary," hearing which these wiseheimers in the chaste parlance of the day, observed: "Truly, we have a fat chance to save these treasures from the flames!"

The Caliph Omar has, in this Rocky Mountain West, every weekday, about 60,000, and every Sunday about 88,000 potential successors, who have decreed the standard for excellence in their daily newspaper to be that set up by The * * * * *.

No other three daily papers in combination in the state have so large a following. No other paper in the country has a circulation as large, population considered.

Equal in rank but less in numbers are other Caliphs, commonly called advertisers, who, from day to day, month to month, year in and year out, affirm without hesitation, that as an advertising medium, nothing here is necessary but The

§74

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[364]



The DENVER POST



PUBLISHED EVERY DAY IN THE YEAR

"SO THE PEOPLE MAY KNOW"

The Official Paper of the People

DENVER, COLO.

SET IN MEMBERS OF THE CHELTENHAM FAMILY BUSHA ORNAMENTS INLAND BORDER AMERICAN TYPE FOUNDERS COMPANY

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Dear Sir:-
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§74

The evidence of the continued growth and the leadership of The * * * * * is shown in its circulation--something like 3,000 copies more per day, at this time, than it was a year ago.

The volume of its advertising is additional proof of the leadership of The * * * * *. For the eleven months ending November 30th, it printed:

Local Display Advertising... 13,156.0 columns Foreign Display Advertising. 3,898.5 columns Classified Advertising..... 10,055.4 columns Total Advertising...... 27,109.9 columns

The * * * * * has a gain over the corresponding period in 1910 of 692.0 columns of display advertising alone. The next * * * * * daily has a loss in display advertising from * * * * * * merchants alone of 1,938.0 columns.

The * * * * * leads this next local paper in total advertising for eleven months of this year just 10,991.0 columns. The difference in favor of The * * * * * at this time last year was 7,433.0 columns.

The * * * * * has printed this year 536,684 separate Want Ads. The next paper has printed 252,118 Want Ads.

All of which ought to be convincing evidence that you may advertise successfully in this paper.

Wishing you the compliments of the season, we are.

Cordially,

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

THE OFFICIAL PAPER OF THE PEOPLE THE WANT AD. MEDIUM OF THE WEST
PUBLISHED EVERY DAY IN THE YEAR

DENVER, COLO.

BET IN TYPO GOTHIC AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Billy Root--this was in '73--the year Congress went to sleep and enacted its infamous argent crime--and his pardner entrained a herd of burros down to * * * * * one hot August day, intent on buying supplies for their mines.

Late in the afternoon they finished work. The next dawn, when they would start home, was hours away. Therefore they sought divertisement. Some hospitable publican gave their inclination a liquid turn. This impressed them so favorably that, for the entire long session that followed, they refused all else but Peoria products.

At sun-up, however, they were across the Platte, sadly, thirstily toiling over the long, waterless divide to Clear Creek. The burro pack train relentlessly enforced the speed limit. The sun, the dust and their thirst-but cut that. At last the creek--its name fitted it then--was in sight. They covered the last quarter of a mile on the run, leaving their cargo to its own devices. Throwing themselves prone on their breasts, they drank--and drank some more. After a final draught, Billy sat up and satisfyingly sighed this tribute: "If I had known this stuff was so good, I'd have drank some last night."

Now, you have advertising intentions -- more likely, are actually spending real money for advertising space.

You should know--probably do know--that in the name of

§74 [367]

ius _

[368] §74

1



381 Fourth Avenue

New York

SET IN STRATHMORE OLDSTYLE VERSATILE INITIAL STRATHMORE ORNAMENT STRATHMORE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Si

§75

381 FOURTH AVENUE NEW YORK

SET IN BULFINCH OLOSTYLE
AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * *

Going! Going! ---Saturday 'twill be GONE!!!

Your last chance to buy space in February * * * * * at the \$500 rate.

Unless there is an extraordinary reason for staying out --you certainly eight to be in--

Because the rate goes to \$600 with March--increase of 20% over the \$500 rate.

In actual copies sold you buy more circulation at less cost in * * * * * than in any other weekly or monthly publication in America.

Magazine on sale January 10th--when felks are clipping investment coupons, and are apt to be in a spending frame of mind.

If you want space, fill in the blanks on the wire, and send it--cellect. Mail copy, and cuts (if any) at once, unless you want me to repeat any previous copy. If so, say so on the wire, and oblige,

Yours very truly,

P.S. If in doubt, ask your newsdealer, your agent, or any advertiser new using our pages.

381 FOURTH AVENUE NEW YORK

SET IN CLOISTER BLACK AND BOOKMAN OLOBTYLE MISBAL INITIALS AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * * *

Your clients - how much confidence have they in you?

Are you their counsellor--their valued attorney, or merely their broker in advertising?

Your status will be determined by the line of action you pursue in the following contingency:

January 1st, * * * * * * rate goes to \$600 a page. Rate to-day, and until December 31st good on definite orders for definite space in definite issues up to and including February 1913 \$500 a page.

AS ADVERTISING COUNSELLOR: you will advise your clients of this fact, and maybo, add that in view of "Cos's" growth in circulation it might be policy to take advantage of this offer, and place an order now.

AS ADVERTISING ATTORNEY: you will, to protect each client's interests now, go over each present or proposed planbroadly consider * * * * * past, present and future-place orders for your various clients till February '13, inclusive-and advise each client of your action. This is the strong, decisive, business-confidence-winning way.

AS BROKER: We say frankly--don't advise your clients. On a fixed commission basis, you'll make more out of placing the business at \$600 a page and later (probably around the Fall) at \$750 a page - than you do now.

Accordingly--as you rate yourself--what are you going to do about it?

Yours very truly,

381 Fourth Avenue New York

Dated @

SET IN ENGRAVERS OLD ENGLISH BOLD CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

The * * + - * * Stocking Co.,

\$ 0 0 L U U

Gaithean :-

Installed I vick that he both - just a plain sign - class

Orac is now, how a model living room set a white-haired old halp, and a model of the

And I say the second Work, and his in the "Cong of the select," and a period of the selection of the selecti

With the control of the Sould With the control of t

No blasked help a shalowsking hours, A cile of a services. Then the spirit covers. Then, down, a services.

This failtrains and to state, and must as of * * * * -- there's an element of the whem. What an element of the control of the

Marca very traly,

P.S. in a Top a poin, a linear to. Isbruary forms close Date for the transfer of the transfer

[372]



381 Fourth Avenue NEW YORK

SET IN DELLA ROBBIA DELLA ROBBIA ORNAMENTS AND FESTODES

The * * * * * Stocking Co.,

Gentlemen:-

I thought of a rose left we desired "Song of the Sock" - here it is:

O men with all term days,

Darm, form, date,

O men with and a second large,

Darm, days, large.

'Tis not this posite missing a sill help to posse socia, But the feet in the selection of a sile of the selection of the sele

As I told you may display, the Alian on the line good for February. For a plot of the auditor, or program up stay. We don't want to runh will be about the lead to the

Yours to primity,
Is nonly refer to CHI

Rumber 381 Fourth Avenue Rew York

Dated: 4

SET IN CASLON TEXT CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Have you ever visited Mammoth Cave near Louisville, Ky.? It was my good fortune to visit this Cave and I think its peculiarity is a Law of the Universe.

Here I saw the deep columns of stalactites and stalagmites - mineral substances peculiar to this cave. These columns have been building from time unknown by the dripping of minerally charged water, one drop at a time, forming solid columns in some instances from top to bottom. Others are but partially formed but still building.

Now one could watch the formation of these columns for ever so long and still fail to notice any perceptible change, altho it is nevertheless taking place. Nature's Law of Repetition does the work imperceptibly but effectively.

Now the Law of Advertising is the Law of the Universe.

A successful business has the constant repetition of everlasting drops of advertising with the mineral of just-plain-old-fashioned-honesty in advertising.

If you could make your advertisements and follow-up read as you would talk - filled with "just plain honesty" repeated, again repeated and again repeated everlastingly, you would be bound to succeed, other things likewise being equal.

Your advertising and salesmanship - or commonly known as "follow-up" - must also work in this same intimate harmony. The man who says advertising does not pay should not too erroneously throw the blame on advertising. Just let him ask himself,

Was my advertising persistent repetition?

Was it "Plain-Every-Day-Old-Fashioned-Honesty?"

Did I treat the inquiries intelligently and often?

Did I try to persuade the inquiries by mere cold logic or by good straight interesting talk that reaches the heart? You know Abraham Lincoln is quoted as saying, "A drop of honey catches more flies than a gallon of gall."

And remember as a parting shot there are two classes of people, those who do things, and those who make excuses.

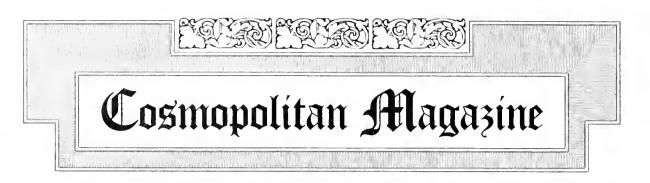
Procrastination may mean opportunity lost to you.

Don't leave a loop hole for an excuse.

Very truly yours,

Postscript:-

The advertising forms for our March * * * * * are now being made up. An order blank enclosed gives you rates, closing date and all necessary information.



PET IN CLOISTER BLACK - STRATHMORE GRNAMENT - LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

Number 381 Fourth Abenue **New Pork**

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The printed word is the word Thick survives, as i efficient advertising is a form of pri tod word never to be forgotten. Master it. Don't let your past one time effort in * * * * * defer you from repeating your effort NOW -- the psychological time when your efforts count to the greatest degree. Remember it's the reseated effort rightly applied which makes your future position cure.

Of all the qualities which make for success, intelligent, tactful paraeverages is the west valuable. Any amount of engineering child will not in itself build a railroad. No amount of that in itself will enture financial ability into raising manay and bringing about success. There must be a combination of browing her, the ability to do, and the PERSEVERANCE in doing.

Mory townsy prime,

P.S. * * * * * * * * 12 * in The Milkin

Century Limited complete your advantisement direct into the transless in a.

No stops. The next entitle to transless arrives

September 100h. The of review your all eve
the 17th inst.

381 Fourth Avenue · New York

SET IN ENGRAVERS OLD ENGLISH BOLD SCHUIL ORNAMENTS

§**75**



Bell Telephone M. 1161 and 3026

61 1-2 E. ALABAMA STREET
ATLANTA, GA.

T IN CLEARFACE GCTHIC MONDTONE BORDER INLAND BORDER

§76

BELL TELEPHONE M. 1161 AND 3260

ATLINIA CHY DIRECTORY CO.

MAILING LISTS FURNISHED

OF ALL VOCATIONS IN ANY PART OF THE WORLD. CIRCULARS ADDRESSED AND MAILED CURRENT DIRECTORIES OF ALL IMPORTANT CITIES IN THE UNITED STATES AND CANADA, ALSO SOME OF OTHER COUNTIGES, ON FILE FOR THE FIRST REPLETIENCE USE OF PATRONS

MEMBER ASSOCIATION
AMERICAN DIRECTORY PUBLISHERS

6112 E. ALABAMA STREET

ATLANTA GA.

BET IN ENGRAVERS SHADED AND CARD MERCANTILE AMERICAN TYPE FOUNDERS COMPANY

Gentlemen: -

One million readers a day for 14.00. Are you interested?

On April 10th we made you an exceptional advertising offer: to cover all the cities of America for you, on one order and one electro.

We know the offer is large, but we also know the cost is small, and we know the service is good, been use it reaches the best class of people in the world: the office and store workers of America - the very meople the buy your goods.

We can offer you one million (1,000,000) maner-meling and sponding people every day, who will RED your also tisement, at the most farorable time for you - the tisement, at the most farorable time for you - the time then they are in the buying most - when they need your goals - when they have all the facilities for buying at helf - the Telephore, Bookkeeper, Stenograph r, Clerk, Check Dook, and Office Boy, the combination is perfect; and it held good every minute, of every hour, of every working day in the year.

You can try this service in one town in one State, or in all the towns of all the States, at a cost of from \$10.00 up.

Compare our cost with that of any other respectable printing advertising medium.

Compare our readers, the Herohants, Louyers, Physicians, Ministers, Buyers, Bockheepers, Credit Hen, Stendaraphers: in a word the entire progressive consercial element of America: with those of any other madium - then send us your first order you'll repeat - we know it.

Respectfully,

Atlanta City Directory Company



Mailing Lists furnished from all over the World

CIRCULARS ADDRESSED AND MAILED. CURRENT DIRECTORIES OF ALL LARGE CITIES IN UNITED STATES AND CANADA, ALSO SOME OF OTHER COUNTRIES ON FILE FOR THE FREE REFERENCE USE OF PATRONS



JOSEPH W. HILL, President WALTER O. FOOTE, Secretary . MEMBER ASS

· · MEMBER ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS

Bell Telephone M. 1161 and 3026

61½ E. Alabama Street

Atlanta, Ga.

SET IN MEMBERS OF THE BODONI FAMILY VERSATILE ORNAMENTS

Gentlemen: -

Wooldn't you like to talk your goods, to all of the dwellers, in all of the Oities, of all America, every minute of every any in the pure?

This to as not 50 million people, at a cost of 14 dellars a day, in a least two side of a standard magazine page?

That is jobs with me on offer you: the entire Uronn population of the continuous and purtion of it, at proportionally above an entire boot.

This is a lost we are propored to cover practically every city in () one, some any in the year, with a $\frac{1}{3}-\frac{1}{2}$ or full per solutions of from 4 to 11 delices a day, and do it to 10 to 11 december 10 contains a cay, and thereby real contains and for a - the ONE OF This .

One order, and electro and one obsolt secures the service.

You can is not make incoming "sony" if you wish.

Your on the Company James of All the Time of the on of American State of the Company of the Comp

This of the control of the office of the office of the office of the control of t

May we gets you when dethille, all good reasons why weal could use tity Directories profiled g?

Respectfully,

THE PHELPS PUBLISHING COMPANY

PUBLISHERS

Farm and Home

A NATIONAL SEMI-MONTHLY

SET IN MEMBERS OF THE LITHO FAMILY AMERICAN TYPE FOUNDERS COMPANY



§**78** [383]

From Ivert ubbard Cast Aurora, which is in Cric County, New York

-ET -N FER BLACK
_ASTON INIT ALS AND ORNAMENT
AMTOL AN TYPE FOUNDERS ...MPANE

Saint Hyacinthus Day
7.30 A. M.

Dear Playmate:

Here is an offer that no sensible person like you can afford to resist.

Come in on it for yourself and friends before Saint Peter closes the gate.

A little bird talls ma that 1911 for you will be the happiest and most prospercus year you have ever known. However, you must subscribe for THE FAILISTINE in order to get the full berefit of the vibas.

Remit by check, stairs, money-order, just as is most convenient. At the same time radio a wish, which wish we warrant to come true. The mails are safe unless your letter is registered. One Deledocci!

So let us hear from you as soon as you hit the Cosmic turf. One Taft Delodocci.

Your sincere

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The Roycrofters

Makers of De Luxe Books, Hand-Made Furniture and Things. Printers and Publishers of The Fra, The Philistine, and Little Journeys

1/2

East Aurora, Erie County, N. Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Playmate in the Kindergarten of God

I am not Elijah but I am something just as good.

I am Porieles with an a list opens twist and a S. atic mental bras guttin florenty modes of the of twenty-four centuries close by the dash of the gualloner just referred to.

I know more than Plato, Pliny, Paul, Socratos, Suneca, or Shakespears, book to I have later.

I am fifty the fill delight a never been sick a day - having haven to the little between the appropriate. I have the recommendate the matter of access.

I have neger folded in a bisiness venture non-ind a fire. I have the William for a long out and all I went for myself.

I have them offers as well-modefully from a following a year of I would be a substantial following a following a following α

I dealing for a common of the common of the

It's your move!

Yours truly.

Barrister Publishing Co. 250 West 54th Street New York City

SET IN CHELTENHAM ITALIC AMERICAN TYPE FOUNDERS COMPANY

[386]

The Illuminating Record



A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING CO. Write for Advertising Rates • 983 CLARK STREET, CHICAGO, ILL.



Bated 2

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SET IN ENGRAVERS OLD ENGLISH, RECUT CASLON AND RECUT CASLON ITALIC CENTURY BORDER RENAISSANCE ORNAMENTS CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY



A Monthly Journal of Scientific Illumination

SET IN ENGRAVERS OLD ENGLISM BOLD VERSATILE ORNAMENTS ART-TILES AND OUTLINE ART-TILES CHAP BOOK QUIDDNS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

How often have you said to your sales staff: "Stick closely where the orders come from."

Most of them come directly or indirectly through architects. If more of them would specify your goods the year round, what a fine showing for your sales account!

To have your men in every architect's office long enough, often enough, and just at the right time, is impossible.

But you can do better. You can talk to every architoct and always at the right time. While "incubating" a proposed building, he looks for suggestions in "The * * * * * ", particularly in our Apartusht House number.

It gives him ideas he can use for mansion or cottage. It shows him masterstrokes in space utilization, conveniences and building methods. He provedly consults the advertising section, too. Talk to him there.

Can you impress so many architects so opportunely, so effectively, so economically in any other way?

Isn't this opportunity too valuable to miss? Let us explain what a sales auxiliary our service is to you.

"Listen" to the enclosed card --before the forms close for this issue, Nov. * * * * * *, the most important number of the year. If you send the card now, you won't forget about it and you get this sales-information by return mail.

Very truly yours,

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THE ILLUMINATING RECORD

A MONTHLY JOURNAL OF SCIENTIFIC ILLUMINATION
ILLUMINATING RECORD PUBLISHING COMPANY

983 CLARK STREET, CHICAGO

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Gentlemen: -

You want the CONTRACTORS'--THE SUPPLY DEALERS' and the JOBBERS' business. You are, doubtless, going after it vigorously. There is your personal representative--your literature--your followup and your house organ, probably. All are very good. All are essentials to realize a gain in your sales. But do not overlook taking into consideration the value of the trade paper.

The editorial matter in any technical journal readily discloses the character of its circulation and therefore its adaptability or non-edaptability to your particular needs.

Analyze the editorial matter in * * * * and you will find it of exceptional value to you as an advertising medium.

* * * * is published by former Electrical Contractors for Electrical Contractors and its vital editorial rattor has made it indispensable to 5,000 of them in the United States and Canada. It is pre-emirently your particular medium-for the reason that it so effectively and entensively covers the ELECTRICAL CONSTRUCTION FIGURE. Your FIRELD.

Very truly yours,



THE ILLUMINATING RECORD

A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING COMPANY 983 Clark Street, Chicago

BET IN THE LITHO FAMILY VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

[390]

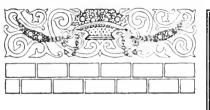
The Business Man's Publishing Company, Ltd.

BUSINESS

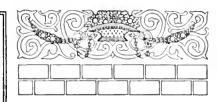
A Magazine for Office, Store and Factory

Detroit, Mich.

SET IN MEMBERS OF THE CHELTENHAM FAMILY VERSATILE BORDER



A MAGAZINE FOR OFFICE, STORE AND FACTORY The Business Man's Publishing Co. Ltd.



Detroit, Mich.

SET IN CONDENSED FOSTER AND CONDENSED WEBB
RENAISSANCE DRNAMENTS. ART TILES AND DUTLINE ART-TILES

Dear Sir:-

Beginning on mage 404 in November issue of * * * * * you will find an article from which you can get an idea that you can apply to your own business.

This article outlines clearly a principle that I believe can be made to mean hundreds of dollars for you. And this is only a sample of the kind of articles appearing every month in this magazine.

Only \$1 secures the magazine for a year. Send us your order to-day; and if you find you cannot make valuable use of the special article we are here calling to your attention, or are not satisfied in every way with the magazine, you may have your money back without question.

Convenient coupon is enclosed -- simply sign this and forward to us with only \$1.

Please show the Daisy Air Rifle offer to some boy who might be interested. "Remember the boy."

Yours very truly,

P.S. If you send \$1.50 we will enter your subscription to * * * * * for one year and also send you a copy of * * * * splendid new 252 page book entitled * * * * * * . Your money back if not satisfied.



The Business Man's Publishing Co. Ltd.

BUSINESS



J. H. LYTLE, Manager

Detroit. Mich.

SET IN MEMBERS OF THE CENTURY FAMILY
STRATHMORE ORNAMENTS - MERCANTILE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Mr. Retailer:-

Mr. * * * * * *, editor of The * * * * *, has just written a new book that will help you run your store to make more money.

As a special introductory offer, for a limited time, we are offering this splendid 252 page book with a year's subscription to our magazine for only \$1.50 (see enclosed circular).

The current issue of * * * * * contains an article entitled "HOW ITE SOLD THE SURPLUS STOCK" by * * * * * *.

This is a great article and you should see it. This came issue also contains an article entitled "RETAIL SCHITTS THAT BUILD TRADE," by * * * * * *, and we are sure you will both enjoy it and find it valuable.

Let us hear from you within 10 days if you wish your subscription to start with the current November lasts. The magazine alone is \$1 per year. With * * * * * back the price is \$1.50. Send yours now. Use enclosed coupen.

Yours respectfully,



BUSINESS

A Modern Magazine for the Office, Store and Factory



THE BUSINESS MAN'S PUBLISHING CO.

J. H. LYTLE, Sales Manager

Detroit, Mich.

SET IN MEMBERS OF THE CENTURY FAMILY
VERSATILE DRIAMENTS: MERCANTILE BORDER MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

rr Fu and others for last and each new 1 1 4 6 6 5 1 6. less at real data of month ... st = 12 loty.cn remort . In this you crother offer. "* * "

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THE PELTON PUBLISHING CO. GENERAL OFFICES: WILCOX BLOCK MERIDEN, CONN.

SET IN COPPERPLATE ROMAN
THE H. C. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

Dear Sir:-"I con is by tar archit. write T. 11 -

§82 [395]

The Pelton Publishing Company

respondence instruction in Business Psychology

The Power-Books

Which show then how to get maximum power and efficiency from their brains



BULFINCH ATTRACTOR TWELVE POINT BORDER NO. 207 AMERICAN TYPE FOUNDERS COMPANY

> General Offices: WILCOX BLOCK Meriden, Conn.

Dear Sir:
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> §82 [396]

The Pelton Publishing Company The Power-Books

Which show men how to get maximum power and efficiency from their brains. Standard textbook and correspondence instruction in Business Psychology.

General Offices: WILCOX BLOCK

MERIDEN, CONN.

SET IN CLOISTER BLACK AND BOOKMAN OLDSTYLE BOOKMAN ORNAMENT HAPGOOD FLORETS AMERICAN TYPE FOUNDERS COMPANY

> Doar -:fall verti i i praise to

§82

[398]

" " u s of

11, 30

§82

The Pelton Publishing Company

General Offices: Wilcox Block Meriden, Conn.

SET IN CLOISTER BLACK
BULFINGH BORDER PANEL BORDER

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(This "form letor" - a
Dear Sir:-
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out ...
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§82

the second of the second and new to apply them to we have the remarkable results of the personal second in the realm of meetal nower multiple, to the preference of instruction—and allowed to the second professional men of America to have the air to this powerful knowledge.

land the second of the second

in the fighter, or fifteen minutes daily to their inin the property will compute the visupointe and mathods of mathods of Theoretial Towar, you will increase your chiling and the property will develop Brainy Ways of winning in the first, and build a Creative Intellect which will suppose you.

When you read the enclosed commendations from some of the him to the of advertising and business-building, and the of its maista of braing man of wide reputation who have proceed at their journal house-then journal house their must be so thing of an unusual nature revealed by their 1000 to the

A TOTAL OF HE ENTEND COMES AN OTHER WEST OFFICERS

Thus to prove the unlimited value of these books, and the state of elegan to you that I am not dealing in afraid-to-

[400]

compound-in-the-light propositions, I now college to a part books on TET DAYS APPROVATE. Or you deside to an part , send a chock in 10 on 15 days; if you can need to yourself to part with them, singly notify as and I'll to day you return charges.

Could say offer be nowe liberal? At most one in a advance of the Lorentz of the control of the liberal of the control of the c

Depit by blicked by a 1127 person on Theorem 12 they are any goods of the form of all objects which which we have a many for the first of the first

Your has in waiting for your will you sold for it FIGHT MOW?

Maura Car Sucasan.

P.3. We say the second control of the second

4.1

PRINTERS' INK UBLISHING CO.

PRINTERS' INK, The Weekly Journal of Advertising

CHICAGO, 1206 Boyce Building
Geo. B. Hische, Manager
BOSTON, 2 Beacon Street
Julius Matthewa, Manager
ST. LOUIS, Third National Bank Bldg.
A. D. McKinney, Manager
ATLANTA, Candler Building
Geo. M. Kohn, Manager
PHILADELPHIA, Latayette Building
J. Rowe Stewart

MONTBEAL, QUE., La Presse Building J. J. Gibbons, Manager

SET IN RECUT CASLON AND NEW CASLON POOLE PRINTING CO., BOSTON, MASS.

12 West 31st Street
New York



Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising Towns No. 12 West 31st Street, New York

Dated •

BET IN ENGRAVERS OLD ENGLISH AND RECUT CASION CHAP-BOOK QUIDONS POOLE PRINTING CO., BOSTON, MASS.

Dear Mr. Jo s:-

§83 [403]

J. M. HOPKINS, General Manager

Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising



12 West 31st Street

New York

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER POOLE FRINTING CO . BOSTON, MASS.

Dear Sir:
We see to this which the ago of the stable in a sticles the reach. The first of the second of the which the second of the second o

Very truly.

[404] §83

Printers' Ink Publishing Company

The Weekly Journal of Advertising

12 West 31st Street

New York City

SET IN CHAUCER TEXT AND BOOKMAN OLDSTYLE AMERICAN TYPE FOUNDERS COMPANY

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Dear Sir:-
that read
without it.
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§83 [405]





URTIS PUBLISHING CO.

ADVERTISING DEPARTMENT, EDWARD W. HAZEN, ADVERTISING DIRECTOR, 1 MADISON AVE., NEW YORK

The Ladies' Home Journal The Saturday Evening Post The Country Gentleman

NEW YORK CITY

SET IN CENTURY DEDSTYLE BOLD AND CENTURY DEDSTYLE ITALIC CENTURY BORDER VERSATILE INTIAL POOLE PRINTING CD , BOSTON, MASS.

solve them judy as a light short many coins fail. The

§84 [407]

THE CURTIS PUBLISHING CO.



THE LADIES' HOME JOURNAL THE SATURDAY EVENING POST THE COUNTRY GENTLEMAN



ADVERTISING DEPARTMENT, Edward W. Hazen, Advertising Director, 1 Madison Avenue, New York

SET IN CURTIS-POST AND POST OLDSTYLE ROMAN NO, 1 LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Barristers Hall

Boston

Dar Sir:-

There is the first of the country of

The partitude officine qualk and the bonanza contamining or real state of the state of the pre-dimensity gold lay the selection of the lay the with avility the greatest of the property of the lay of all vertising. And who they fail of the lay of the lay of all overtible there—their fail and its insection goods, dishonest merchanise, and false representative. Their very success in turning the spotlight of gooliesty upon their business eventually wreeks them.

For you, as an honort manufacturor of honest goods with a contract of profit, lock on the grafter of profit or religious this force of advertising also in the same way?

You con't put out your goods in a bottle that costs core for once and soll it for a dollar.

On the two lines of a telegraph when a man bought twelveter-self lie of the ling and sold it for a quarter -- by advertel g. The plant of an infill force that of underwear that each lls more worthy goods -- because of advertising.

You predict for these manufacturers an eventual failure -- and so do we.

[408]

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But because o'v finis has 'the a to me and 's sales for a received visitor and the color of sales for a received visitor by and the color of has been received visitor by and the color of the color of
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§84 [409]

The Curtis Publishing Company

PHILADELPHIA

INDEPENDENCE SQUARE ROBERT L. BARROWS, MANAGER

NEW YORK

1 MADISON AVENUE WILLIAM A. PATTERSON, MANAGER THE LADIES' HOME JOURNAL THE SATURDAY EVENING POST THE COUNTRY GENTLEMAN

CHICAGO

HOME INSURANCE RUILDING WILLIAM BOYD, MANAGER

BOSTON

BARRISTERS HALL STANLEY R. LATSHAW, MANAGER

1 Madison Avenue
New York City

SET IN MEMBERS OF THE BODONI FAMILY

§84 [411]

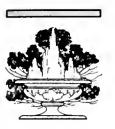


HOUGHTON MIFFLIN COMPANY

THE RIVERSIDE PRESS CAMBRIDGE • MASSACHUSETTS

Yours very truly,

,



The Sheldon School

Founded by A. E. Sheldon, Formulator of the Science of Salesmanship and Business Building

OFFICES, REPUBLIC BUILDING

NUMBER TWO HUNDRED NINE STATE STREET



Chicago, Illinois

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNANENTS
POOLE PRINTING CO., BOSTON, MASS.

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§86 [413]

THE

HELDON SCHOOL

Founded 1902 by A. F. Sheldon
Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING

No. 209 STATE STREET Chicago, Ill.

SET IN BOOKNAN OLDSTYLE AND BOOKNAN ITALIC CARTON INITIAL AMERICAN TYPE FOUNDERS COMPANY

[414] §86

§**86** [415]



THE SHELDON SCHOOL

Founded in 1902 by A. F. Sheldon
Formulator of the Science of Salesmanship and Business Bullding

REPUBLIC BUILDING 209 STATE STREET

Chicago, Illinois

SET IN CLEARFACE GOTHIC MONOTONE BORDER FRENCH CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

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[416]





The Sheldon School

L. C. BALL, Assistant Secretary

Republic Building 209 State Street

Chicago, Illinois

SET IN CENTURY BOLD EXTENDED AND CENTURY BOLD ITALIC VERSATILE ORNAMENT - MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

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§86 [417]

THE SHELDON SCHOOL

Founded in 1902 by A. F. SHELDON, Formulator of the Science of Salesmanship and Business Building

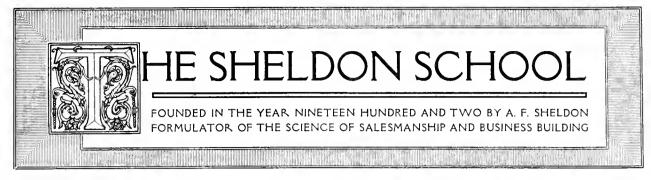
REPUBLIC BUILDING, 209 STATE STREET, CHICAGO, ILLINOIS TELEPHONES, HARRISON 802, LIBERTYVILLE 63 . CABLE ADDRESS, "SHELTIFICO, CHICAGO"

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A. H. SMITH, Secretary
L. C. BALL, Assi. Secretary

SET IN MEMBERS OF THE BOOON! FAMILY CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated



BET IN DELLA ROBBIA DELLA ROBBIA INITIAL LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

REPUBLIC BUILDING, 209 STATE STREET
Chicago, Illinois

§86 [419]

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- C. II, PATTISON JAMES WOOD POGUE
 - W. IRVING LAKE A. G. SHELDON

SET IN CLOISTER BLACK AND NEW CASLON ART TILE TINT FORMERS — CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

AS/F-3

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[420]

OFFICERS

A. F. SHELDON, Pres.
J. D. KENYON, Vice-Pres.
C. H. PATTISON, Vice-Pres.
JAMES WOOD POGUE,
Vice-Pres.
C. N. DURAND, Treas.
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JAMES WOOD POGUE
W. IRVING LAKE
A. G. SHELDON

Republic Building, 209 State St., Chicago, Illinois

SET IN MACFARLAND AND MACFARLAND ITALIC AMERICAN TYPE FOUNDERS COMPANY

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§86 [421]

[422]

OFFICERS

A. F. SHELDON, Pres.

J. D. KENYON, V. Pres.

J. W. POGUE, V. Pres.

C. N. DURAND, Treas.

A. H. SMITH, Secy. L. C. BALL, Asst. Secy.

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J. D. KENYON C. H. PATTISON

JAMES WOOD POGUE

W. IRVING LAKE

A. G. SHELDON



SET IN PEN PRINT DAINTY BORDER AMERICAN TYPE FOUNDERS COMPANY

Republic Building, 209 State Street

Chicago, Illinois

§86 [423]

THE SHELDON SCHOOL

Founded 1902 by A. F. SHELDON

Formulator of the Science of Salesmanship and Business Building

Republic Building, 209 State Street

SET IN CENTURY BOLD EXTENDED AND CENTURY EXPANDED. ACME BORDER.
AMERICAN TYPE FOUNDERS COMPANY.

Chicago, Ill.

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Founded 1902 by A. F. SHELDON. Formulator of the Science of Salesmanship and Business Building

Republic Building, 209 State Street

Chicago, Ill.

SET IN CHURCH TEXT AND CLEARFACE LINEAR BORDER ND. 2 MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

> Dear Sir:-Bossed James . well. 11. the 3 H1. 7 Do you name: The

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Yours very truly,

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[426] **§86**

J. Edmund Thompson

Worcester, Massachusetts

SET IN TYPO SHADED - STRATHMORE ORNAMENT - LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Dear Si .-

J. Edmund Thompson

Worcester, Massachusetts

SET IN CLOISTER BLACK - ITALIAM BAND - M. NOTCHE BUNGER AMERICAN TYPE FOUNDERS COMPANY

> - mill re it

> > [428] **§87**

J. EDNUND THOMPSON

WORCESTER, MASS.

SET IN ENGRAVERS SHADED - DELLA ROBBIA ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

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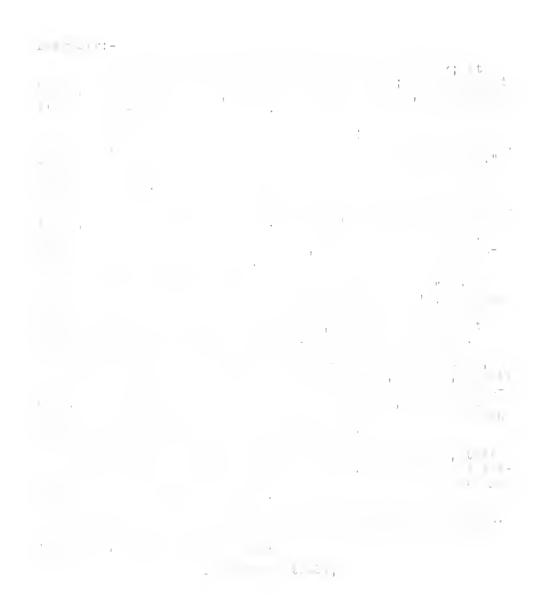
Den. :-

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§87 [429]

J. EDMUND THOMPSON WORCESTER. MASSACHUSETTS

SET BY THE PODLE PRINTING COMPANY BOSTON, MASS.



[430]

J. JOHN BUZZELL, General Director

"The Right Place for Your Boy"

C. P. BUZZELL, M. D., Resident Physician

CAMP NOKOMIS

IN THE WHITE MOUNTAINS

SET IN STUDIEY AND EXTENDED STUDIEY INDIAN BORDER AMERICAN TYPE FOUNDERS COMPANY

Conway, N. H.

Dear Doctor: -Rollini p to t bove in a f 1 - 1 ation is given to vidural boy, C par . . . idea. lovers tilles limit 11: print I as " in the said . ura i t' -.

§88 [431]

D. ARTHUR BOWMAN & COMPANY

GOVERNMENT, MUNICIPAL

BONDS

WE BUY AND SELL ONLY THE BEST BONDS

THE HIGHEST RATED SECURITIES

SET IN COMSTOCK, COMSTOCK CONDENSED, LIGHT COPPERPLATE GOTHIC AND LIGHT COPPERPLATE GOTHIC CONDENSED AMERICAN TIPE FOUNDERS COMPANY

THIRD NATIONAL BANK BUILDING

SAINT LOUIS

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[432]

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§89 [433]

D. Arthur Bowman & Company Stocks and Bonds

Government - Municipal - Railroad - Corporation

SET IN LIGHT LITHO AND ENGRAVERS OLD ENGLISH BOLD AMERICAN TYPE FOUNDERS COMPANY

Third National Bank Building
Saint Louis. Mo.

[434]

§89

Title Guarantee and Trust Company

REAL ESTATE TITLE INSURANCE * BANKING * TRUSTS

176 BROADWAY

New York

SET IN MEMBERS OF THE BODONI FAMILY ITALIAN BANDS PODGE PRINTING CO., BOSTON, MASS.

Dear Sir: for loss f in 1 . = 1 . 1.100 st !. hu det

Years of tale,



Title Guarantee and Trust Company

CAPITAL AND SURPLUS, \$15,000,000

Real Estate Title Insurance · Banking · Trusts

SET IN WEODING TEAT, HEAVY COPPERPLATE GOTHIC AND HEAVY COPPERPLATE GOTHIC CONDENSED VERSATILE ORNAMENTS AMERICAN TYPE FOUNCERS COMPANY

New York

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[436]

Title Guarantee and Trust Company

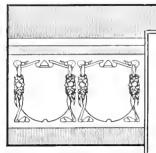
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NO. 176 BROADWAY

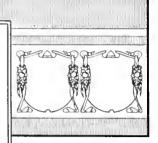
New York

SET IN TYPO GOTHIC AND CLOSTER BLACK AMERICAN TYPE FOUNDERS COMPANY

§**90** [437]



Title Guarantee & Trust Company



SET IN STRATHMORE LINEAR BORDER NO. 2 STRATHMORE ORNAMENT

No. 176 BROADWAY

New York

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§90 [439]

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TITLE GUARANTEE AND TRUST COMPANY

CAPITAL AND SURPLUS, \$15,000,000

REAL ESTATE TITLE INSURANCE BANKING TRUSTS

176 BROADWAY

NEW YORK

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SET IN MEMBERS OF COPPERPLATE GOTHIC FAMILY COMSTOCK CONDENSED MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

[440]

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§90 [441]

NATIONAL SECURITIES COMPANY

50 STATE STREET

BOSTON, MASS.

SET IN COMSTOCK CONDENSED AND BLAIR AMERICAN TYPE FOUNDERS COMPANY

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Yary truly yours.

[442] **§91**

The National Securities Company

HARRY N. SHERMAN President

Financial Experts

B. F. GILBERT Treasurer

CHELTENHAM WIDE AND CHELTENHAM ITALIC VERSATILE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

> 50 State Street Boston, Mass.

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[443]

FIRST NATIONAL BANK AUGUSTA, MISSOURI

SET IN BRANDON AND BRANDON GOTHIC AMERICAN TYPE FOUNDERS COMPANY







PEMBERTON NATIONAL BANK

ATLANTA, GEORGIA



ET IN BOLD PEN PRINT - VERSATILE ORNAMENTS MERICAN TYPE FOUNDERS COMPANY

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§91 [445]

91. W. Flalsey & Co. Bankers

49 WALL STREET

New York

BET IN TYPO SHADED AND BLAIR AMERICAN TYPE FOUNDERS COMPANY

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[446]

NEW YORK CHICAGO

N. W. HALSEY & CO. BANKERS

40 WALL STREET
NEW YORK

SET IN TITLE SHADEO LITHO AMERICAN TYPE FOUNDERS COMPANY

> Dear Sar: Sur'_ = Munici ., thu . fina. --

§**92** [447]



N. W. Halsey & Company

Philadelphia New York

BANKERS

San Francisco Chicago

49 Wall Street

New York

SET IN POST MONOTONE NO. 2 VERSATILE ORNAMENTS ANERICAN TYPE FOUNDERS COMPANY

Dar Sir:-

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Yours truly,

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E. H. ROLLINS & SONS

Investment Bonds

No. 200 DEVONSHIRE STREET Boston, Mass.

SET IN MEMBERS OF THE CHELTENHAM FAMILY LINEAR BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir
O. c. ''' , ,

One of the control of th

§93 [449]

Mayor KELTON B. MILLER, Chairman Ex-Officio Sheriff JOHN NICHOLSON, Chairman

GEORGE H. COOPER, Treas.

WILLIAM F. FRANCIS, Sec.

150th Anniversary of the Founding of Pittsfield, Mass.

FOURTH OF JULY CELEBRATION, JULY 2nd, 3rd, 4th, 1911

SET IN MEMBERS OF THE CHELTENHAM FAMILY FIRECRACKER BORDER POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

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[450] §**94**

4th of July Celebration

On July 2nd, 3rd and 4th, 1911

MAYOR KELTON B. MILLER, Chairman Ex-Officio

WILLIAM F. FRANCIS, Secretary

and 150th Anniversary

The Founding of Pittsfield, Mass.

SHERIFF JOHN NICHOLSON, Chairman

GEORGE H. COOPER, Treasurer

Dated [

7

BET IN CHELTENHAM BOLD EXTRA CONDENSED FIRECRACKER BORDER - CHAP-BODK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

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AN ELABORATE FOURTH OF JULY CELEBRATION, JULY 2nd, 3rd and 4th, 1911



150th Anniversary of the Founding of Pittsfield



Mayor K. B. MILLER, Chairman Ex-Officio

mar Sir:-

Sheriff JOHN NICHOLSON, Chairman

G. H. COOPER, Treas.

WM. F. FRANCIS. Sec.

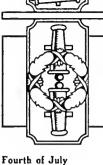
SET IN BEWICK ROMAN MISSION TOYS
POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

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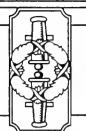
[452] §**94**





Celebration

150th Anniversary of the Founding of Pittsfield, Mass.



On July 2nd, 3rd and 4tb, 1911

SET IN CONDENSED FOSTER AND CONDENSED WEBB CELEBRATION BORDER - MERCANTILE BORDER AMERICAN TYPE FOUNDERS COMPANY

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Yours viry tr 1,

owa Implement Mutual Insurance Association

Office of Secretary, NEVADA, IOWA • MUTUAL PHONE 92

OFFICERS

P. F. ARNEY, President Marshalltown J. L. FARRINGTON, Vice Pres. Iowa Faila JAMES McCOY, Treas., Colo.

D. M. GROVE, Sec., Nevada

DIRECTORS

J. L. McMAHON, State Center A. J. SOWERS, Bedford A. MAYER, Bancroft HOMER E. PITCHER, Spencer G. L. MILES, Grinnell

SET IN CLOISTER BLACK AND NEW CASLON INLAND BORDER NO. 1241 CHAP-BOOK GUIDONS

Dear Sir:

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to, had in he were but fur for the Beath 1 Now "hard the --- I h L ', Grai. Deslors', Hardware Dobles, Druggies ', --- on telica of; in addition to there, we have therefore and I Hattella, and over 100 Farmers! Hetuale. There is - 117,000,000 of insurance in Force in the late I of our to, as shown by the lant report of the hull tur of the first they are under State Christwister and into a mainter apporting to law. They have said them, we of it into for their policy holders and how year flow to ome at hear and emplose.

This Company, in long when the purpo, has returned \$38,000 to lite prices. I like the profit of measure and our ishts on paid. We continue los un and a line to this office will bring you any in the walls, which you desire concerning this Company or its mathods of business. May we not hear from you?

Yours respectfully,



POOLE PRINTING CO.

Telephone Connection

Writers and Makers of Particular

Designers of Fine Catalogues

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES

BET IN RECUT CASION, RECUT CASION ITALIC CLOISTER BLACK ART ORNAMENT POOLE PRINTING CO., BOSTON, MASS.

251 Causeway Street

Boston, Mass.

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Dear Sir:-
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    May we not hear from the transfer to the
                      Very respectfully,
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§96 [455]

Poole Printing Company

Designers of Particular Advertising

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN THE U.S.

251 CAUSEWAY STREET

Boston, Mass.

SET IN CLOISTER BLACK AND NEW CASLON

to send the order

Very relectfully,

[456] **§96**

ADDRESSING BY HAND OR BY TYPEWRITER

POOLE PRINTING COMPANY

Typewriter Letter Specialists

LARGEST PRODUCERS IN THE UNITED STATES

2980

Telephones: 2981 Richmond 2982

U - - - - - -

251 Causeway Street, BOSTON, MASS.

§96 [457]

OOLE RINTING O.

Largest Producer of Typewriter Letters in the U.S.



DESIGNERS AND WRITERS OF FINE CATALOGUES

No. 251 CAUSEWAY STREET Boston, Mass.

SET IN MEMBERS OF THE BODON! FAMILY ART ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

F.S. the tie, including filling in and autograph signa to war in by our exclusive process.

POOLE PRINTING COMPANY

DESIGNERS AND PRODUCERS OF FINE CATALOGS OF ONE OR MORE COLORS, BOOK-LETS, FOLLOW-UP SCHEMES. WILL SUBMIT DUMMIES

ORIGINATORS AND DESIGNERS OF UP-TO-DATE IDEAS FOR

Particular Advertising

Largest Producers of Typewriter Letters in the United States

ADDRESSING BY HAND OR BY TYPE-WRITER. AUTO-MATIC MACHINES FOR PRINTING, FOLDING, SEALING COMPLETE LISTS FOR ADDRESSING

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER

251 Causeway Street

Boston, Mass.

Gentlemen.

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POOLE PRINTING COMPANY

Writers and Producers of
Fine Catalogues and Booklets

DESIGNERS OF PARTICULAR ADVERTISING

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

251 Causeway Street BOSTON, MASS., U.S.A.

POOLE PRINTING COMPANY

Writers and Makers of Catalogs Designers of Advertising Matter Printers to Particular People



TYPEWRITER LETTERS

LARGEST PRODUCERS IN THE UNITED STATES

Latest Automatic Machinery of Printing, Folding, Inserting Sealing, Addressing, Stample



Telephones 2981 Richmond 2982

§96 [461]

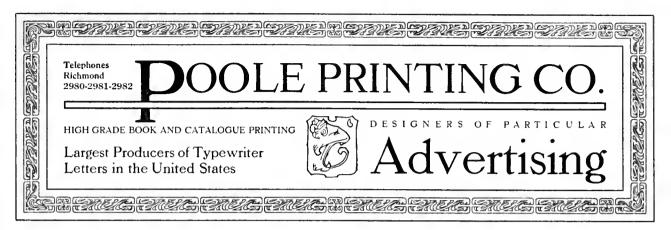


Telephones Richmond 2980-2981-2982

no. 251 causeway street Boston, Mass.

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Yours very truly,



251 Causeway Street, Boston, Mass.

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§96 [463]

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77

Typewriter Letters

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§96 [469]



POOLE PRINTING CO.

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TYPEWRITER LETTERS

TELEPHONES 2980-2981-2982 RICHMOND

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Let's get together and talk it over.

Yours respectfully,

[470]



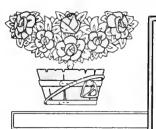
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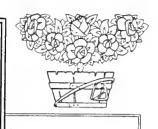
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ART ORNAMENTS MONOTONE BORDER INLAND BORDER

Dear L. 3: able, 1 that ren.lv ъ == & Jo. 1 1 . Sinting the company is it has a matic of regard

[472] §97



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New York City, Office and Plant, 30 E. 21st Street Providence, R. J., Office, Industrial Crust Co. Building

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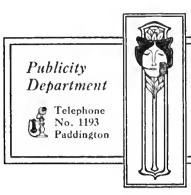
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Creator of Business



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§99 [479]



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[480]

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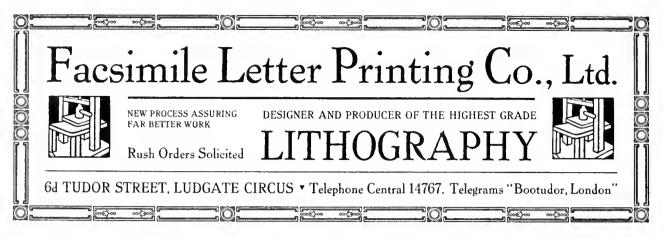
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[484]

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[486] **§100**



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[488] §101

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Please remember I am here to help you, and believe r. to or,

Very sincer by y,

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Enclosed little " or profit " or profit " or profit " or profit to the respect of the profit of the surprising way of the allowed and the surprising way of the allowed to the surprising way of the allowed to the surprising way of the allowed to the surprising way of the surprising way

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